

VOL. V.  
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10 CENTS  
PER YEAR  
ONE DOLLAR

# THE TALKING MACHINE WORLD



**EDWARD LYMAN BILL**  
EDITOR & PUBLISHER  
1 MADISON AVENUE, NEW YORK

# To Business Men

Business men in every line admit the value of good trade papers.

A trade paper must be original—it must contain a variety of matter including news service—technical information—in fact it must crystallize the entire news of the special business world, and be a helpful adjunct to every department of trade.

Scan the columns of *The Talking Machine World* closely and after you have completed an analysis of the contents of this publication see if you can duplicate its value in any other trade!

*The World* is a help to the talking machine business.

It exerts an healthful optimism.

It wields an influence for the good and every man who sells talking machines, no matter in what part of the universe he may be located, should receive this publication as regularly as it is issued. He is missing a vital business point if he fails to do this.

Thousands of dealers not only in the United States but in every country on earth consult the pages of *The World* regularly.

They draw from *The World* pleasure and profit.

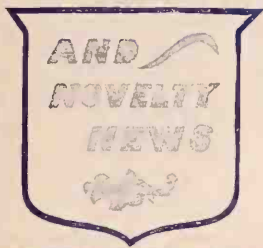
The talking machine business has a brilliant future, and this publication is doing much to enlarge the business horizon of every retail talking machine man in the world.

To receive this paper annually costs but \$1.00. All foreign countries \$1.25.

**EDWARD LYMAN BILL**

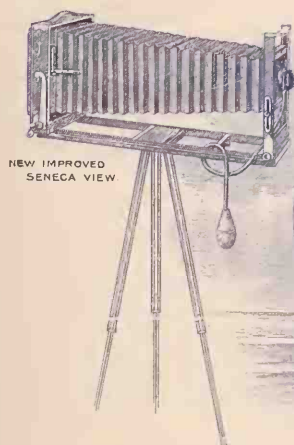
1 MADISON AVENUE, NEW YORK





# SIDE LINE SECTION

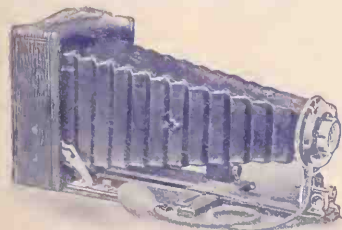
New York, March 15, 1909



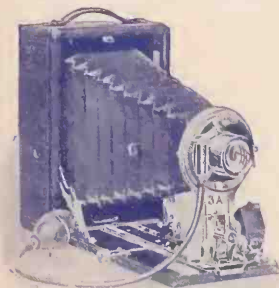
NEW IMPROVED  
SENECA VIEW



Seneca Camera No. 9, Showing Drop Front.



Pocket Seneca No. 52—Extended.



Pocket Seneca No. 3A, for Post Cards.

## The Old Doctor Prescribes :

For high priced salesman sitting around.

For wasted store space.

For continually increasing expenses.

For output not equal to capacity.

For that tired feeling.

Apply for

## The SENECA CAMERA AGENCY

Write to-day for our explanation of how Cameras are carried as a Side Line without added expense.

**SENECA CAMERA MFG. CO.**

ROCHESTER, N. Y.

Largest Independent Camera Manufacturers in the World

*From The Music Trade Review of March 6, 1909*

## Good Humor in the Saddle

ON last Thursday the American people inducted into office a President of this Nation who perhaps is better fitted temperamentally and by a wide range of experience to fill the duties of that high position than any man who has ever occupied the chair of Washington.

If training amounts to anything, and to say that it doesn't is to admit that education is useless, then President Taft's administration will prove a success from every viewpoint.

Business interests may feel secure with a man at the helm who possesses judicial temperament to such a degree as our new President.

Then, too, there is another side to President Taft's nature which has not been amply covered in the various descriptions which have been written concerning him.

The Americans are essentially a humorous people, and for the first time in many years we will have a man in charge of things at Washington who among other things possesses a keen sense of humor.

It is a matter of good omen that Mr. Taft's neighbors in Cincinnati when saying farewell to him recently thought it fit and agreeable to make the occasion one of jollity and joke cracking. Excellent!

There has been a surfeit of uncertainty and of doubt, and the future has been viewed by too many people through indigo-hued glasses.

For some time past the opinion has been advanced that we are afflicted with almost unsolvable problems; that we are menaced by dangers that would overwhelm us if we could not hit upon some great plan of remedy.

Optimism has been throttled to an extent, and now we may as well look up and smile.

The spirit of fault finding is a good thing to forget, and thank goodness the country is to have the advantage of possessing a good-humored man in the place of greatest authority.

The country is certainly to be congratulated in having in office a President who has not forgotten how to laugh, particularly when he hears the dire predictions concerning the Nation's future.

The Taft laugh looks good and will become contagious.

The man who sees a joke and enjoys it and the man who is serious when occasion demands is the kind of person who will appeal to the average American.

"Laugh and the world laughs with you."

Good humor is a mighty good asset for a President to possess. Long live the Taft smile.

EDWARD LYMAN BILL.



W. H. TAFT, PRESIDENT OF THE UNITED STATES.



# The TALKING MACHINE AND NOVELTY NEWS SECTION

NEW YORK, MARCH 15, 1909

## THE VALUE OF NEW IDEAS

Are the Very Life of Business—The Man Who Can't Keep in Touch With the Latest Developments Must Give Another a Chance.

The man who "never did business like that" is gradually weeding himself from the mercantile field. When confronted with the problems of the present and having suggested to him certain courses to pursue, he puts up the plea that he has never done business that way, has heretofore been successful, and sees no reason why he should modify, change, or add to that which has fetched him where he is. He keeps on for a while in the way he is going, and although he insists that he is doing good business, he knows that something is wrong, somewhere, but he still sees no reason for adopting new-fangled ideas.

If we can't make up our minds to do the things of to-day as the necessities of the day demand and shape our methods according to the particular requirements of the present, we'll sooner or later find that he who has a way of his own of doing things, and persists in doing things that way under any conditions, will get left far behind in the race for business. A man goes to bed with a clear conscience that he has fixed his business properly for the problems he has contended with during the day, but he wakes up to his business the next morning with some new series or sets of trouble confronting him that demand other treatments. Ignoring or passing over won't rid his business of the annoyances, and because he didn't have them to contend with 10 or 20 years ago, he fools himself expensively if he attempts to let them go unnoticed and unacquered. As the Sporting Goods Dealer says: "It doesn't make any difference how we did business some other day, the problems of to-day are the ones that demand our attention to-day, and if we don't know how to handle them, it is up to us to find out immediately."

## ROLLER SKATES IN GREAT BRITAIN.

A New Boom Which Has Never Before Been Equalled in England Is Spreading Over the Larger Towns and Cities.

United States Consul Joseph G. Stephens reports from Plymouth that after a lapse of 18 years roller skating has again become popular throughout the United Kingdom and that a boom which has never before been equalled in England is spreading to all of the larger towns and cities. The consul continues: According to one of the leading London dailies, skating is to-day the most popular form of indoor amusement and exercise. Nothing else approaches it. An American company, associated with a firm of roller skate manufacturers in the United States, has opened large rinks in 17 cities of Scotland, England, Ireland and Wales. These rinks accommodate on an average about 5,000 skaters each. It is stated that the company finds it difficult to keep pace with the demand for more rinks, so great is the popular enthusiasm for this pastime. Ten thousand pairs of ball-bearing steel roller skates are provided for the crowds

attending the Olympia rink alone. By the middle of January it is estimated that more than 100,000 pairs of skates will be in use on the rinks of this single American company. There is no doubt that the practice will increase and spread, and that the demand for new skates of the finest type and most up-to-date pattern will be in general request in all English cities. The attention of American manufacturers is consequently invited to this market.

## SUES THE CAMERA TRUST.

Pittsburg Photographer Asks Damages Under the Sherman Law.

(Special to The Talking Machine World.)

Pittsburg, Pa., March 8, 1909.

The Eastman Kodak Co., incorporated under the laws of New Jersey, but with its main plants at Rochester, N. Y., is made defendant in the first proceedings of the character brought in Pittsburg under the provision of the Sherman anti-trust act.

S. S. Loeb, a photographer, former secretary and manager of the Liberty Photo Supply Co., has filed a suit for \$45,505.80 damages against the Eastman Co. in the United States Court.

Loeb asserts that the Eastman and thirteen other concerns, which he names, constitute a trust and that they have driven many other firms out of business. He asserts that the so-called trust has raised the price of films and kodaks 20 per cent. Mr. Loeb's complaint reads in part as follows:

"At divers and various times and from time to time prior to the year 1902 and in the years 1902, 1903, 1904 and 1905 the defendant company entered into various contracts, combinations, in the form of trusts and otherwise and conspired in restraint of interstate trade and commerce with the American Artistic Co., Nepara Chemical Co., Photo Material Co., Blair Camera Co., American Camera Manufacturing Co., Kirkland Lithium Paper Co., Rochester Optical Co., Century Camera Co., Rochester Panoramic Camera Co., Seed Dryplate Co., Standard Dryplate Co., Stanley Dryplate Co., Tapprell & Loomis Co., and divers and other persons, firms and corporations to the plaintiff unknown.

## EFFECTIVE "AD." WRITING

Is the Colloquial or Sentence Paragraph Style Which Has Proven Its Worth.

A colloquial style of "ad." writing comes from the ability to put one's everyday talk on paper just as uttered. This seems one of the easiest things to do, but as a matter of fact it is the very hardest. The reason comes from the attitude the ordinary man assumes when he starts to address the public. He at once becomes formal and has a tendency to use stately words, and wastes much time on introductions.

This is diametrically opposed to the style that produces the best announcements. What is needed is to seek the easiest, best understood words. The next consideration is to cease to wander off into introductions. These two points

accomplished, a clear, adaptable style is in sight.

To certain phases of writing, what has been called the "sentence paragraph" readily adapts itself. This consists in making a paragraph when possible of a single sentence. Among the advantages of this style is its simplicity, the amount of white space it leaves open, as well as the inducement to read further when interest has been aroused. This latter feature is most valuable in advertising.

Then, too, this method is easy in itself. One writes as a child talks—says a thing, then ceases, then says another. The procedure eliminates "ifs," "buts" and "ands," and other connecting words so frequently used. Simplicity of diction being the very nucleus of good advertising, nothing can be said against the sentence paragraph.

For ad. writing this style has become deservedly popular, says a writer in the *Furniture World*. It may in course of time push its way into literature, although at present not much success has been achieved in this direction.

## MOVING PICTURES IN CHURCH.

(Special to The Talking Machine World.)

Chicago, Ill., March 6, 1909.

The first moving picture show as a regular attraction for the church was given last night at the Fullerton Avenue Presbyterian Church by the Rev. Hugh T. Kerr.

Dr. Kerr desired to attract children and innocent young women from some of the Halstead street shows, that are believed to have a very baneful influence. He said:

"We are to have music and moving pictures and all the decent fun that can be found in a nickel theater. In fact, I am sure that our entertainment will be much more pleasant. There will be no temptations for young people to go to bad shows, because we are going to pick out stories just especially to entertain them."

## WILL NOT GRANT DISCOUNT.

A meeting was held recently in Fuerth, which was attended by 130 post card and toy manufacturers, to consider the steps to be taken in face of the demand made by the Association of Bavarian Exporters for a cash discount of 2 per cent., to be allowed on all goods invoiced. The meeting was unanimous in deciding against this demand, and it was stated that the Nuremberg manufacturers had also refused to accede to this request. The majority of the speakers pointed out that the pressure already brought to bear upon them by the exporters was so great that they could go no further without doing themselves material damage, and then the times were too bad to allow of any extra discounts.

No matter how well arranged a manufactory may be, or how thoroughly organized in regard to business details, if the advertising is neglected or done in a haphazard way, business results must suffer accordingly. A great deal of advertising fails of results aimed at for the reason that the ad. writer is crowded with too many other responsibilities to give that branch of his work careful and serious consideration.





### THE SIDE LINE SECTION

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NEW YORK, MARCH 15, 1909

To create confidence is just as much the function of advertising as to sell goods, for the greater the public confidence in the goods, the more business will come to the dealer.

Statements made in advertisements, while not lacking force, should nevertheless be conservative to the extent of being readily backed up by facts. To create the impression that you are giving something for nothing makes the thinking readers wonder whether you are a very poor business man or a plain liar, and in either case they are not over-anxious to trust you.

Timeliness is one of the greatest secrets of advertising success. To advertise guns in the early winter is commendable, but to begin advertising them in the spring and keep at it is far more likely to bring results when the shooting season opens in the fall. It's hammering that makes the impression in advertising. If the first advertisement does not bring expected results, keep at it and force the public to read about what you have to offer. Thousands of successful money-making concerns owe their success entirely to intelligent and persistent advertising, but there is yet to be learned of one which won success from a single advertisement. A single drop of water falling on granite spatters off and leaves no impression, but steady dropping on the same spot will soon wear a hole.

Talk quality once in a while; price is not everything. You cannot consistently offer ten dollar gold pieces at nine dollars, but you can show that they are ten dollar gold pieces of full weight and fineness, and impress your readers with the fact that they represent honest value.

Trade that is always looking for bargains and can only be secured by means of sales will not form a permanent foundation for any business. Patrons who appreciate the fact that "the best is the cheapest in the end" are the ones to tie to, and "quality" advertising is the kind that will win them.

When exploiting the good quality of your own line, don't dwell upon the poor quality of your competitor's. Some people may be curious enough to visit him to see how bad his line really is and may stop to buy.

Even if one were not physically susceptible to the steadily increasing warmth of the sun's rays, which heralds the arrival of spring, all one would need to do to learn the fact would be to get within ear-shot of a bunch of boys, or read the sporting columns of the dailies. Everywhere one hears the one topic, which seems to interest not only young America, but a good majority of the old as well—is it necessary to go further and say baseball? The game has grown steadily in popularity by leaps and bounds and dealers who are in the sporting goods business are not only making a good thing out of it, but by publicity on their own hook are giving the thing an extra boost. Now while this national game is perhaps at this time of year heard more about than others, it is not the only fish in the pond by a long shot—tennis, golf, cricket, basket ball, roller skating, fishing and many other sports have their own enthusiastic followers. And if anyone doubts the opportunities open to those entering this field we would respectfully request him to step around to the nearest place of this kind, where if seeing is believing, it won't be long before some manufacturer in this field will receive his order for the line. One of the beau-

ties of this business is that once you win a customer his purchases are very apt to be not only good, but what is equally important, frequent. If he plays golf he will want new sticks, balls, shoes, stockings, etc., and if he plays very much it almost amounts to a standing order. This is also true of nearly all the lines—they needing constant replenishing to keep in first-class condition. We want to lay especial stress on the importance of dealers getting in line early. Now is the time to get orders in, for if you put things off any longer, not only will you lose many of the initial purchasers which are generally the largest, but the manufacturers, once the season is in full swing, will be too rushed to give your order anything like prompt attention.

Improper handling of English, generally through carelessness rather than ignorance, often detracts greatly from the pulling power of the most elaborate advertisement. In fact, it is in the larger advertisements that faulty grammar or rhetoric are most noticeable, and there is scarcely an issue of a newspaper in which the careful reader will not find some peculiar arrangement of words or phrases that are unintentionally humorous and frequently ridiculous.

One can almost invariably pick up a paper and upon looking over the "situations wanted" or "for sale" columns find much to amuse. In a current issue of a leading daily the following appeared: "Wanted—Washing by a colored woman." Not far from this appears another even more ludicrous. "For Sale—A bicycle, by a young lady, with handle bars and tool bag complete."

Now while we laugh at these, yet one can readily offer explanation by way of the fact that the writers of such advertisements probably never got up copy before, and when called upon to do so were impressed with but one point, and that was that newspaper space costs money, hence the necessity for brevity.

If carelessness of this sort stopped in this part of the paper, comment would not be so justified, but frequently display ads. show similar errors. This is not often true in the advertising of large concerns whose publicity is attended to by an advertising man—one who is trained to prepare copy free from such mistakes—but it sometimes appears in the announcements of stores using about five to ten inches per issue.

In English a double meaning is readily conveyed and construed. Also it is true that more liberties are likewise possible for the formation of similes than with most languages; hence it is advisable to be positive of their fitness before putting in print an expression that in reality you do not intend to use.

A not infrequent cause for the misleading ad. is the use of words, the meaning of which is not evident to the person having in hand the preparation of the advertising. This happens mostly when an attempt is made to concoct a "highfalutin" assemblage of words that seldom appear outside of a dictionary.

It's the short, everyday words that carry conviction—they sink in deep. If ads. were written as most people do their thinking the result would be some pretty good ads. The trouble is, however, the average business man wants to bedeck his common, ordinary talk in picnic attire. He wants to hang it over with bunting and decorate it with starry flags. There are a great many advertisers whom it would pay to hark back to the primer and the little red schoolhouse. "See the cat; the cat sees Kate." The modern version would probably be: "Behold the feline—the feline is making an optical observation of Kathryn."

First of all the business man must take it for granted that his proposition does not appeal to his readers as strongly as it does to him. If his copy is to get right straight to the heart of things it must tell something interesting without frills. Let's be commonplace rather than pedantic.

It is an excellent habit after your ad. is couched in all the high-sounding words you de-

light in using to go over it with the fortitude of a Spartan father, and chop out every high-sounding phrase, substituting plain, blunt Anglo-Saxon. The greatest works of literature are the simplest—the strongest oratorical efforts have been in the plain language. Study style, not for style's sake, but to acquire the art of simplicity—plain, unaffected diction.

### CARDS MUST NOT OFFEND

Racial Feelings Must be Respected by Post-Card Manufacturers—Some St. Patrick's Day Cards That Are Vulgar and Offensive.

Manufacturers of post cards for special holidays should be most careful not to offend racial sensibilities. While the majority of post cards are of a high character—stimulating, educational and helpful—yet there are some that tend to the vulgar and are so far-fetched in conception as to be somewhat offensive. For instance, some of the cards which are being sold in connection with the St. Patrick's Day celebration have been criticised rather severely by Americans of Irish descent.

While people of every nation have their weaknesses, yet it must be admitted that those of Irish birth have played a part—humble or important, view it as you may—in the history of the United States, and are not to be considered as ignorant, stupid, vulgar or uncivilized, hence the unwisdom of manufacturers putting out souvenirs that have a tendency to cartoon this or any other race. It doesn't help the post card business, and has a tendency to make post cards unpopular with many who are now admirers of these handy mediums of information and communication.

These remarks are superinduced by some letters which appeared in the daily papers from people of Irish birth, and one of which we reproduce herewith sent to the New York World:

"If on the birthday of Washington or Lincoln postal cards were to be displayed in New York stores representing the 'Fathers of the Country' in inglorious attitudes, would the State or Federal authorities permit their sale? The answer must be no. Why, then, should the distribution of cards un-Christian in sentiment, un-Irish in picture and phrase, be allowed here under the guise of 'St. Patrick's Day cards'?"

"Patrick—history shows it—brought civilization, not to speak of Christianity, from Central Europe to the western shores of that continent. From there civilization has been wafted here.

"Surely Irishmen have contributed enough to this nation's story to be entitled to make a practical and effective protest against the slanders on their motherland and patron saint."

### NEW PLAN OF REDUCING STOCK.

A merchant in a western city was desirous of reducing his stock without delay and was willing to make a liberal sacrifice to do so. He announced a 25 per cent. reduction sale; it was bona fide, but people were used to the usual humdrum announcement and came slowly. Now, after much thought the new idea came in. Next day the ads. announced that every fourth yard of every fourth article of the same price would be sold for nine cents, no matter whether worth 10 cents or \$10. A woman came in to buy an article at \$5. She bought two others which cost the same; then a fourth, for which she paid only nine cents. The fourth, eighth and twelfth yard or every fourth article of the same price would The store was packed and jammed and the stock cleared up in a hurry. Yet it was practically the same 25 per cent. reduction first advertised so unsuccessfully. The "new idea" did it. Hundreds of just such trade boomers are waiting to be discovered.

First build up your character. That will bring you ability; and ability and character will bring you credit; and do not forget that practically all the great businesses of to-day were begun on the smallest possible scale.





**A**LL seasons are good for the  
**Gillette Safety Razor.** Make  
 your Gillette business a steady source of in-  
 come. Keep your stock on display. Let your  
 store be known as GILLETTE headquarters.

It is astonishing how many sales can be made by merely suggesting the razor and explaining its qualities. Most men know of the GILLETTE, but many of them are not posted on what the razor will actually do. They don't realize what it would mean to them in comfort and economy.

You will find that it pays to tell customers about the GILLETTE. The only limit to the business is the enthusiasm you and your sales force put into it.

Use the GILLETTE signs and trade helps.

The GILLETTE is a live proposition for any store. It pays to be identified with it.

## Gillette Sales Company

519 Kimball Bldg., Boston

Factories: Boston, Montreal, London, Berlin, Paris

*Canadian Office*  
 63 St. Alexander Street  
 Montreal

*New York Times Bldg.*  
 Chicago, Stock Exchange Bldg.

**Gillette Safety Razor**  
 NO STROPPING. NO HONING

## THE LOCAL DEALER SHOULD BE ALIVE

If He Does Business Along Up-to-Date Lines He Will Never Have to Complain of Trade Going Away from Home—The Public Favors the Home Merchant.

We are not entitled to and seldom receive anything that we do not pay for. Especially is that true of merchandizing. The man who does business with a personal backing of vim and energy and ginger doesn't expect the people of his locality to come to him with either charitable intent or because they consider it a painful neighborhood duty to patronize him, pay him his prices and profits and do whatever there is to do with him in the business line, simply because they happen to live in the same town.

There ever was and ever will be good cause why the local dealer should be given all possible preference—why people should trade at home in preference to going away from home; but there never was and never will be good reason why people should do business with the home dealer if he is disposed in any one or more of numerous manners and ways that often are the part of the dealer who howls because he is not patronized by everybody. The dealer who is up to snuff with his business—onto his job—has no time to dream over what might have been, and what ought to be, but gets out and kicks his heels and sets his brains to work on the possibilities at his hands. If he doesn't get the trade he ought to have, or things he ought to be getting, he knows there is something wrong with his way of doing business, rather than with the ways of the people about him. He is fully aware that he is asking too much price, is not keeping the right sort of goods, has not the right assortments, or something or other rationally out of the way is the cause of his failure to get the business he is after.

Instead of allowing his dyspepsia—if he has any—to get the best of his intellect, and allow him to rave over the passing away from home of home business, he gets to work to head off that business and know what the cause of it all

is. Who is there of us who was not ashamed of and full of condemnation for the "baby" who played with us when kids? If things didn't go his way he immediately began to boo-hoo and refuse to play. That sort of baby is almost invariably the retailer who is making the loudest noise about people buying away from home. We hated the little cuss who was always making trouble for us in our childhood days, and the grown-up children of to-day no less despise the boo-hoosers who are finding fault with them because the trade is going away from home.

The public is full of the idea that it is discriminating and always doing shrewd business to its own best advantage, says the Sporting Goods Dealer. It doesn't matter that often the public is mistaken, for we are contending with facts and not with ought-to-bes. When our home people are wandering away from us and buying outside, the trouble is almost completely with us. If our prices and goods are all right, the people are leaving because we make no efforts to convince them we are all right, or if making the effort it is in some manner abortive. It is up to us to find out always just exactly what is the trouble. We are not prepared to give without what we think is an equivalent return; nor is our public otherwise constituted. If the home people do not trade with us, there is something wrong with the way we are doing business. That means the great majority of our own townspeople. A few will invariably trade elsewhere, no matter what their residence, and of them we need not talk. The general run of the public will not go away from home if they are reasonably convinced it is best to trade at home.

To keep these people at home, we are fools to tell them they owe their trade to us because we are a home institution, because we pay taxes here, because we support the church and the town hall and the undertaker and various other local necessities. All that gabble is not business, no matter what its truth. They are buying in what they believe the most advantageous market, and they are not disposed to uphold, patronize, support and prosper the boo-hoo kind

of a merchant. If we carry the goods our public wants, have bought them right and price them right and get down to brass tacks in our endeavors to convince people how and how much we are, we'll have little time for wheedlings; we'll need it all for business. If people at home don't buy of the home merchant, there is something wrong with his merchandizing.

That's something to think about.

## BENEDICT CO. ARE PROSPEROUS.

Report Shows Business Is Booming—Officers Elected—The Outlook Satisfactory.

The stockholders of the Benedict Manufacturing Co. met last week at their office in East Syracuse, N. Y. The regular annual dividends of 7 per cent. on both the preferred and common stock was declared, and the following officers and directors elected: H. L. Benedict, president; George N. Crouse, first vice-president; C. C. Graham, second vice-president; Charles Van Wagner, secretary; John Bailey, assistant secretary; R. B. Roantree, treasurer; Newton Owen, assistant treasurer; directors, George N. Crouse, Charles Van Wagner and H. L. Benedict.

The company's prospects, from the present indications, look exceedingly rosy for 1909. A larger force of men is employed at the present time than ever before. Several departments have been working nights for the last month.

The company has recently purchased the patents controlling the United States output of the natural rose hatpins, which have been such a fad for the last few months. These are being turned out at the rate of over 2,000 a day. Notwithstanding this, the orders are coming in faster than the output. The directors voted that more hands be employed, in addition to the present night shift, in this department.

The force of 19 salesmen report all sections of the United States, Canada and Mexico in good condition, the stocks low, and retailers and jobbers in a way to place heavy orders, many of which are for rush shipment, this being especially true in the Far West. The Benedict Manufacturing Co. now has display rooms in New York City, St. Louis, Los Angeles, Toronto and the City of Mexico.

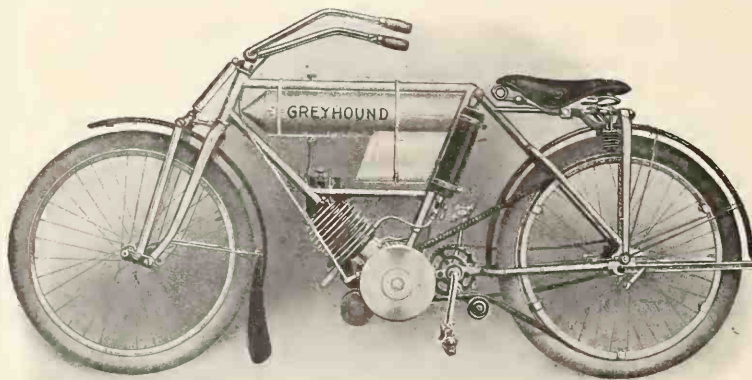
## COMPELLED TO WORK OVERTIME.

Manufacturers of baseball and sporting goods generally are quite pleased with the general trade outlook for the Spring, and in many instances they have been compelled to work overtime in all the factories in order to take care of the big demand for goods from dealers in all parts of the country. The new mitts and gloves shown in a great many catalogs this year are said to be experiencing a very good sale, while the advance orders for uniforms thus far are reported as being fully 25 per cent. greater than ever before.

Men are often met with, plain in person, plain in feature, plain in dress, without anything whatever about them calculated to impress the mind, and you are surprised at the information that they are rich and made every dollar of their money. On inquiry, it will be found that all their efforts were concentrated in one pursuit, about which they know everything and outside of which they know nothing; and you feel almost angry that a man of such little information should have been so successful in making so much money; while you, with your superior cultivation and greater intelligence, have made and saved up none; but you forget that the man has paid more for his money than it is worth. It has cost him all his measure of human intelligence. As proof, would you take his sordid mind and his gold, and give him therefor all you have learned?

When you give the dealer an object lesson in good salesmanship you are teaching him the better to distribute the goods you sell him.

# Greyhound Motorcycles



## Here Is A Live Trade Issue

Interest in the motorcycle is great and growing, and dealers with good factory connections are going to find new and increasing profits.

We are the oldest motorcycle makers in America and we have never before built so good a machine as the 1909 Greyhound.

If you take it on as a side line, it will be apt to crowd out some other things.

We will make liberal terms and give exclusive agencies to good people. Write us about it and get the facts.

## The Auto-Bi Company

1448 NIAGARA STREET

— — — — — BUFFALO, N. Y.



## GRANTING CREDIT TO FOREIGNERS.

The Importance of Reliable Credit Reports—Rules to be Remembered by Seller—Comments by Archibald J. Wolfe in "American Exporter."

It is the constant cry of agents and buyers in foreign countries that American manufacturers will not accommodate themselves in the question of credit terms to the requirements of foreign customers, and thus through their alleged supineness lose a great deal of business which goes to their shrewder and more reasonable rivals in Germany and Great Britain. On the other hand, there are numerous credit men in the United States who are confronted with bad foreign accounts ranging from small lots trustfully shipped to some importer in Amsterdam, Constantinople or Bogota, to large items in which the transaction is represented by at least four figures on the wrong side of the ledger.

Some manufacturers who are beginners in the export trade appear to be so elated over the receipt of a foreign order that they fill it unquestionably, look for settlement hopefully and frequently have occasion to regard their complaisance mournfully. They overlook the fact that they would have scrutinized an order from a domestic customer very closely before filling it. A few experiences of this description are apt to prejudice the budding exporter. "No more foreign business on credit for us. Henceforth we get cash in New York before we let the goods out of our hands." Now cash in New York is certainly very desirable, but you can get it only when you sell something that the foreigner must get and can get from no one else but you. Otherwise he will buy elsewhere. If you have a patented article of universal use you can make your own terms, of course.

In dealing with foreign customers direct, the granting of some form of accommodation is an absolute necessity, an imperative essential for developing large and permanent business con-

nections. There are a number of things which the foreign credit manager must know before he can intelligently act upon credit applications from abroad. And there are many things to consider, many pitfalls to avoid and fine discriminations to make. The granting of credits abroad is more or less of an exact science with principles easily understood. There is no reason why a credit man should not familiarize himself with them.

Probably the basic principle in foreign credits which is a veritable truism is this: "Give no credit to a firm or concern unknown to you without investigating the credit standing of the intending customer." This is perhaps an application of another important principle which should never be departed from: "Do not grant credit favors to any foreign firm when you would not readily grant a similar accommodation to a similarly situated concern at home."

There are now several well-equipped agencies for the obtaining of credit information on firms abroad. These are probably known to the reader and need not be specially mentioned. No foreign customer should be kept on the books without investigating his credit standing. In this connection it may be said that it pays to obtain credit reports from several sources. A well-known domestic rating agency has its own offices in Cuba, Mexico and Argentina, but depends upon allied agencies elsewhere for reports. While these reports are, of course, conscientiously compiled, the credit man must analyze them before he can make proper use of them. These reports are furnished on a blank, typewritten, single-spaced, and contain largely the statement by the risk proposed, the reporter's views and perhaps a bank's estimate of the risk. Such a report must be stripped of unverified and unsupported statements and carefully boiled down.

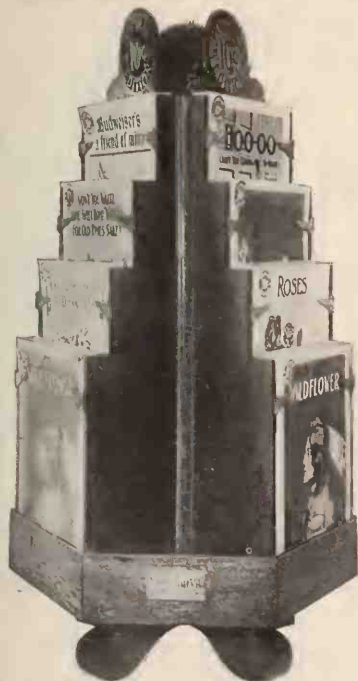
A much better system in reporting on foreign credit risks is employed by certain organizations which supplement their own correspondent's reports and the risk's own statement by the opinions of bank and trade correspondents.

While the reports are sometimes criticised on the score of brevity, they furnish views of several trustworthy parties, and they are not obscured by cumbersome verbiage through which a busy credit man is sometimes expected to wade.

Now a credit report by itself is not always an absolutely reliable guide to the credit man. There are certain sections of the world where an importer buys but little locally and is in a position to maintain an excellent local standing, yet his rating with foreign manufacturers may denote slowness, fault-finding, intriguing, or he may religiously meet his drafts and neglect his open accounts. A bank located in the city where such a customer resides is, of course, apt to know how he treats foreign drafts, whereas his fellow tradesmen may be unaware of any irregularities.

Perhaps it is most convenient for a credit man to file specific rules regarding credit favors abroad by countries, and I will mention those peculiar to certain countries in due course, but will first state—or in some instances restate—those principles which underlie all foreign credit giving:

1. Obtain reliable credit information on your customer.
2. Carefully analyze your information.
3. Consult American houses from whom your customer may buy, and be always ready to give your experience. The time has passed when a business house was afraid to disclose a customer's standing. To exchange credit information on foreign customers is always helpful, and frequently very instructive.
4. Grant no favors to small, insignificant concerns. These should buy from wholesalers or commission houses.
5. Be very clear and definite regarding agreements, promises, conditions. A large portion of foreign credit disputes is due to lack of definiteness in original agreements.
6. Beware of the expression "sample order." It is very frequently unscrupulously used.
7. Be very cautious with firms supposed to be



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doing business abroad if they have high-sounding English titles—such as U. S. Manufacturers' Agency or American Importing & Exporting Syndicate. Such names in nine cases out of ten are adopted to mislead American manufacturers. As a name to do business with in Russia or Guatemala the title is surely an incumbrance, for it is not understood by the natives.

### THE MOTOR CYCLE IN VOGUE.

The Present Year Destined to Mark the Greatest Output of Motorcycles—The 1909 Greyhounds Made by the Auto-Bi Co. Highly Esteemed for Their Many Individual Qualities of Excellence.

With the approach of the spring season it is evident that the general interest in motorcycling is far stronger than ever before, and it requires no stretch of the imagination to foresee that in the near future this "little brother of the automobile" will be seen on the road in enormous numbers.

Few people have realized the possibilities of the sturdy little two-wheeler, which, with its own efficient little power plant, and the many improvements in mechanical detail, is now ready to do whatever the automobile can, except in the matter of carrying capacity.

Wide-awake tradesmen in many lines are now taking up motorcycle agencies, the common and probably the best plan being to select some bright young man, either from present organization or from outside, and put him in charge of the motorcycle department. Almost invariably this young man is or speedily becomes a motorcycle enthusiast, and this in itself is half the battle in a selling campaign.

Among the prominent makers in the market who have devoted themselves to the development and perfection of the motorcycle, mechanically and commercially, is the Auto-Bi Co., of Buffalo, one of the old-time American concerns, whose 1909 Greyhound is a machine to build business.

There is a great big field for motorcycle business among men who used to ride bicycles, but who have got out of the habit. These men take to motorcycles like ducks to water, and when once shown how simple and easy and comfortable a trick it is, they are buyers. Even men who have never ridden the bicycle find no trouble, as the motorcycle is decidedly easier to balance and steer than the bicycle, and "the motor does the work."

The 1909 Greyhounds are substantially of one model only, the greatest essential variation being a special racing seat attachment, which involves no change in the rear frame construction. The motor is of full 3 horse-power, hung very low and in excellent position for cooling and for the comfort of the rider. The cylinder and head are cast in one piece, and the carburetor (Auto-Bi special float feed) is bolted direct to the cylinder head, and serves as a retainer for the inlet valve. The absence of piping between the carburetor and the motor contributing largely to the life and responsiveness of the engine, and also being of value in the way of eliminating weight, complication and joints.

A small but very convenient device, not commonly furnished, is a flusher tube for priming the cylinder, the use of which insures the easy starting of the motor when cold.

Splash lubrication is used, oil being fed from a generous-sized tank direct to the crank case, or into the piston, if preferred. The oil feed may be instantly varied from the saddle.

As in former years, belt drive is employed, and the Auto-Bi people find strong vindication of their consistent position in the matter, in the present general tendency toward this method. The belt consists of a 1/4-inch nickel steel chain completely encased in raw hide (the chain for strength and the rawhide as a buffer between the chain and the V pulleys), supported by a ball-bearing spring idler of new and simple design.

Single-grip control is used, as being the simplest and most efficient, the connection between the grip and the control box being established

by the use of 1-16-inch piano wire carried through the handle bar tube without a short bend at any point. This makes an ideally simple and clean-cut job, contributing very much to the appearance of the machine.

Ignition is obtained from three No. 6 standard dry cells carried in a convenient box.

The control box is an extremely nice piece, being very simple and quite dust tight with outside adjustment for contact points. The box contains but a single spring, contact being accomplished by a cam revolving with the crank shaft, the latter being a single-piece steel drop forging, carefully hardened and ground. Bushings of extra large size are made of phosphor bronze, as is the connecting rod, this having ample adjustment for wear.

The greatest stress is laid on the solid comfort which is insured to the Greyhound rider by the use of a number of nice features, one of which is particularly remarkable. In the first place 2 1/2-inch tires are regular equipment. A very excellent spring fork takes care of front wheel vibration, and gives two inches range of frame movement for an inch of spring compression.

To crown all, the Greyhound shock absorber carries the saddle and consists of a spring-packed telescope tube attached to the top connection of the frame by a pair of rocking arms, and to the crank hanger connection by a swivel joint, so that the rider is suspended on a spring adapted to his weight, and can negotiate cobblestones or any kind of rough stuff at any speed in positive comfort. One great virtue of this device is that it is supplementary to a strong, rigid frame, which is not cut, and consequently weakened, for the introduction of springs. Naturally this shock absorber is patented and will be used only on the Greyhound.

In consonance with the name of the machine the standard finish is silver-gray enamel, relieved and ornamented with blue. Among other details of equipment are hollow steel rims, rubber pedals, six-quart gasoline tank, Corbin hubs, complete mud guards, strong and convenient stand, and good tool kit. The machine as a

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Shall we send you our Catalogue of Fancy Post Cards?

**THE AMERICAN NEWS COMPANY,**

**POST CARD DEPARTMENT  
Desk P, NEW YORK**



whole shows great care in matters of detail and the refinements which go to make a finished production of the present day. It will be good business on the part of enterprising dealers to correspond with the Auto-Bi Co. and see what can be done to add a profitable line.

**THE VACUUM BOTTLE.**

Convenience of This New Article Now Being Made in Various Forms by Different Firms—Its Special Value as a Side Line.

During the past year or so several concerns have put in the market vacuum bottles having the properties of keeping their contents either hot or cold for a lengthy period. These bottles have various names and special features, but all are made with the same purpose in view.

Far from being simply a novelty, these bottles have a multitude of uses for the home, the traveler and the vacationist. Once used in the sick room or nursery, they become well-nigh indispensable, for hot liquids can be put in them early in the evening and served at practically the same temperature any time during the night, making it unnecessary for the attendant to spend half an hour or so in heating them. The bottles are equally convenient where cold liquids are required at odd hours.

Sportsmen are particularly interested in vacuum, for in cold days on river or trail a warm draught is essential to comfort, while the exhaustion attendant upon tramping or boating in the hot sun of summer is readily relieved by an ice cold drink at intervals.

These bottles come in various sizes and are attractive in appearance, making a very interesting line for the dealer to handle. Talking machine dealers, whether they handle other lines or not, would do well to investigate vacuum bottles as a business proposition. They are easily handled and sell for prices that allow a good profit and make the effort worth while.

The editor of the side line section will be pleased to put interested dealers in touch with the different manufacturers of vacuum bottles upon request.

**FACTS WORTH READING**

Concerning America's Solid Foundation.

From the Memphis Commercial Appeal the following figures are taken and show the wonderfully solid foundation upon which the commercial life of this great country is founded. The figures are railway statistics for the past year:

"RAILWAY STATISTICS FOR 1908.

Gross earnings (estimated)	\$2,324,499,753
Decrease over 1907	10 per cent.
Miles laid during 1908	3,214
Decrease over 1907	2,409
Cars built during 1908	78,271
Decrease over 1907	169,917
Locomotives built during 1908	2,124
Decrease over 1907	5,238
Total spent for rolling stock and power during 1908	127,000,000
Decrease over 1907	73 per cent."

These figures are very encouraging when the facts are considered. First, 1907 was known to have been an abnormal year; business of every kind went wild; the factories were unable to near meet the demand; merchants bought recklessly, sold out at once and rebought; railroads were taxed to their utmost; hurry orders were given for cars to be built, and every siding was stripped to get enough rolling stock to move the merchandise. Yet, in spite of all this, the demand could not be met. Then it should be remembered that legislative enactments were going on in the National and State legislature affecting railroads at that time.

This wonderful year closed in a panic. From the large business done and the vast amount of rolling stock acquired in 1907, it would seem that the year following this unprecedented boom would call for no new cars, and certainly not a mile of new track would be laid. But we find from these figures that the earnings of the roads fell off only 10 per cent. from the preceding unusual year of prosperity, and that the new cars and rails laid were but little less than that of

a normal year, all of which goes to show that the commerce of this country is founded on a solid basis, and not easily moved.

The railroads and the country are both all right. The only cloud now to cast a shadow over the commercial horizon is the position of the railroads with regard to their fellow public servants—the commercial travelers—in harassing and losing them valuable time by a system of collecting mileage, which is undoubtedly in restraint of trade. The railroads should give these salesmen—their partners in building up the industries and developing the resources of the country—a square deal.

**NEWS FROM THE WINDY CITY.**

Western Talking Machine Dealers Putting in Lines of Pianos—Drysdale Co.'s Fine Post Cards—The Harmony Co.'s Small Goods Line—The President Ink Pencil Popular—Other Side Lines That Should Appeal to the Trade.

(Special to The Talking Machine World.)

Chicago, Ill., March 6, 1909.

Quite a number of western talking machine dealers are expanding their business by adding pianos. It is undoubtedly an excellent proposition, as the quick turnover on talking machines and records enables them to go through without embarrassment the struggle period, that some exclusive piano dealers have had to undergo. Chicago is a great piano manufacturing center, and among the large concerns maintaining their general offices and warehouses here is the Cable-Nelson Piano Co. Their full line is on exhibition at their commodious quarters in the Republic building, and they have a most interesting proposition to make to established and reliable talking machine dealers who desire to get into the piano business and get into it right.

A concern that is rapidly coming to the front in really artistic productions in the post card line is the Drysdale Co., Inc., of this city. They publish an exquisite line of cards and pictures, reproduced by their Aquagravure process, which are remarkably beautiful. A line of hand-colored post cards of exceptional merit and remarkably low price is also featured by them. Mr. Drysdale, the head of the company, was formerly manager of the Western News Co., of this city, and is recognized as one of the post cards authorities of the country.

The Harmony Co., of this city, are offering as a side line for talking machine dealers a line of mandolins, guitars and drums that should make a good investment and build up a business of a gratifying nature to dealers. Prospective purchasers of musical instruments would look for them at the talking machine store, as that place is supposed to be, and reasonably, the musical merchandise rendezvous of the town.

The F. W. McIntosh Co., of Chicago, offer as a counter or show case line the President Ink Pencil, an instrument that they guarantee to be a perfect writing instrument, and one that satisfies its purchasers. Their line of statuettes, consisting of busts of our great Presidents and statesmen, oddities, etc., could with a little salesmanship find their way into the majority of homes.

The Kawin Co., of this city, offer to the trade everything of a desirable nature in the line of fancy plates and dishes. The plate rack that is so much in vogue at the present time should create a demand of no small size on these goods. The company also offer a unique line of post cards in which the individuality of the house is artistically displayed.

These days of progressiveness, with specialists in various lines experimenting and using the results of lifework of others in the furtherance of their object have tended to make things that at one time seemed utterly impossible a matter of ease. Some remarkable developments in all lines may be looked for in the next few years.

The Welty Fountain Pen Co., of Waterloo, Ia., are offering to talking machine dealers a line of fountain pens as a side line. They say that with a fair-sized order a handsome glass display case that will prove an ornament to a counter and a

strong auxiliary in presenting the goods to the trade will be given. They state that they unite with their dealers in advancing the latter's interests and do everything in their power to assist the distributors of the Welty pens. The company had remarkable results at their booth at the Business Show in Chicago this week. William A. Welty was in charge.

**A LOGICAL SIDE LINE.**

Sheet Music Should Appeal to Talking Machine Purchasers—Shapiro's Strong Proposition.

Music, and all that pertains to it, is part of one great family held in the closest of ties, and the makers and sellers of musical instruments fully realize this fact.

When a dealer handling talking machines, therefore, decides to expand by taking on side lines, he naturally looks for what best fits into his already established business, and among the first things to be considered are sheet music and musical instruments of various kinds.

Through a new departure made by Shapiro, the well-known New York music publisher, whose catalogue contains a wonderful galaxy of reigning "hits," the talking machine dealer is given the opportunity of purchasing a dozen different numbers, every one a proven success, at a price that enables them to be sold for ten cents and also receiving free the Silent Salesman revolving stand, holding the twelve numbers in a most convenient and attractive manner.

The fact that the edition sells for ten cents per copy is strongly featured and makes an excellent drawing card.

While at the present time the Shapiro ten-cent edition is confined to twelve numbers, the list will be steadily enlarged until the edition will form a very complete sheet music stock. Dealers should read and digest Mr. Shapiro's announcement on another page of this issue. It is a side line well worthy of consideration.

N	NN	NN	NN	NN	NN	N
N	<b>Local Views Printed to Order</b>					N
N	Black and White, Gelatine, per 500, \$2.85; per 1000, \$4.00					N
N	<b>Local Views Printed to Order</b>					N
N	Double tone, im. brown cardboard, per 500, \$3.00; per 1000, \$4.25					N
N	<b>Local Views Printed to Order</b>					N
N	Double tone, Real, on chamois card, the best; per 1000, \$5.75					N
N	<b>Local Views Printed to Order</b>					N
N	Photo finish, like a photo, glossy you know; per 1000, \$5.75					N
N	<b>Local Views Printed to Order</b>					N
N	Hand colored, the best, per 500, \$5.00; per 1000, \$7.25					N
N	<b>Local Views Printed to Order</b>					N
N	Hand colored on double tone, im. "It is it"; per 1000, \$8.50					N
N	<b>Local Views Printed to Order</b>					N
N	Colored print, plain and glossy; in single 1000, \$6.50 and \$7.50					N
N	<b>Local Views Printed to Order</b>					N
N	Autochrom, six colors, "Better than any chrom"; per 1000, \$7.50					N
N	<b>Local Views Printed to Order</b>					N
N	Com. Colored print, "The Best," Panel effect; per 1000, \$11.50					N
N	<b>Local Views</b> are our specialty. Samples of the above free. Special prices for quantities.					N
N	<b>FLOWER CARDS</b> from \$2.75, \$3.75, \$4.75 per 1000.					N
N	<b>The Marvel Offer:</b> 250 Birthday, 250 St. Patrick, 500 Easter, 1000 cards, \$6.50					N
N	F. O. B. New York. The above consists of highly lithographed 12-color work, plain, embossed, bronzed and gilded, the kind for which you are paying right now \$12 and \$15. As long as they last they are yours.					N
N	<b>NEWFIELD &amp; NEWFIELD</b> Selling Agents for European Printing Works 98 WARREN STREET, NEW YORK Agents wanted in uncovered territory					N
N	NN	NN	NN	NN	NN	N



## HOW PERSONALITY COUNTS.

Not Necessarily Confined to Use of Printer's Ink—Much Depends Upon the Personnel and Tone of the Store Itself—How the Interior Arrangement of a Store Influences Trade—The Real Importance of Personnel to the Success of a Store.

Giving publicity to a store does not mean only the use of printer's ink. The newspaper, the letter, card and circular are important items in exploiting a business; no one will contend to the contrary. But many retailers seem to neglect the fundamental basis upon which the effectiveness of all these items rest—this is the personnel, the tone, the character of the store itself.

Although we oftentimes get "chesty" and are prone to loudly boast that we acknowledge no class distinction in this land of the free and the brave, whether conclusively or not, we always "kow-tow," and are duly impressed when brought face to face with wealth, fame or eminence in almost any form. Or, as George Ade cleverly puts it, "When we are at long range we throw bricks at the aristocracy and landed gentry, but when we come close to them, we tremble violently and are much pleased if they differentiate us from the furniture in the room."

With this fact in mind, it seems to me that dealers, in ignoring this bit of psychology, lose much that would be highly beneficial to them in conducting their business.

Not enough attention is given to the exterior and interior appearance of the store, the appearance of the employes and all other factors which give a harmonious dignity to the business and tend to impress its customers. Now as an impressed customer makes the selling transaction a pleasure to all concerned, not a haggling conflict, methinks I hear a chorus of enterprising dealers asking in one voice, "What shall I do to impress my customers?" Look about you, take in all the many external elements that impress you, and as far as possible apply them and thus impress others.

Beginning with a man's domestic and social life—his personal appearance—on to the exterior of the store—its interior—the appearance of its employes—the arrangement of his various stocks and other less important details, we meet the factors which make the personnel of the business—these are the things, if properly carried out, that attract the desirable class of trade, give them the necessary amount of "impression" and make them desirable buyers.

The proprietor of a business is a quasi-public

personage; he is dependent upon the public for his success and must therefore cater to the public. In his domestic and social life he is more or less in the limelight, and from his attitude and manner of living, those who know and see or hear of him formulate their ideas of his store.

When a man is above criticism, respected and admired, a certain amount of reflected credit is transmitted to his business. Did you ever see or know an untidy, carelessly dressed man whose business was neat and systematic? Scrutinize the attire and establishments of some business men you may know, and see if I am not justified in this statement.

Now, the prestige given a business by its proprietor's domestic and social actions and his personal appearance, though of importance, are secondary when we consider the exterior attire of his store.

Many men consider that it is incumbent upon them to plaster every available space on the outside of their buildings with gaudy, much-belettered signs—to jam the windows full of their wares, dotted with glaring price announcements—and climax the situation by painting the front of their stores in some hideous color, in order that it may be sufficiently different from other buildings to insure public attention. This kind of publicity gains the same caliber of attention and the same degree of respect that is given a freakishly-attired man who strives for public attention and admiration by adorning himself with strikingly-checked clothes and brilliantly-hued neckwear in which we would probably find conspicuously placed a large "near-diamond."

The exterior of a store is the invitation extended to all those who pass to enter and become its patrons. According to the tone of this invitation, desirable or undesirable customers are attracted. Studying the question of the effect of a store's exterior appearance in this way should forcibly impress upon every dealer why this phase of his business needs his careful consideration. The fact that you are catering to what we call the great middle class—the wage-earner—does not alter the situation in any way; if anything, it necessitates even more attention to the character of the store, as this class of people are much more impressionable than any other.

The greatest care should be taken to differentiate between impressing and awing possible customers. Too much dignity and pretentiousness are liable to awe and frighten away your customers, instead of tempting them to buy.

The interior of a store contributes to the per-

sonnel of a business through two main sources—the arrangement of the store and the impression given by its employes.

Store arrangement is, in itself, a subject upon which many pages might be devoted; but I will only treat of it generally, to serve my present purpose. I know of no one thing that helps to give tone to a store more than wide aisles and a general, roomy, spacious appearance. You will find that buyers have a tendency to loiter a while and go around viewing the goods on display whenever there is ample room for this purpose.

Another important factor that influences the customer toward the "impression" state, is the sequence in arrangement of the merchandise.

The smaller, less expensive articles should have position near the entrance of a store; as the merchandise is larger in bulk and costlier, it should have its place in sequence. Just as we are served our dinners, beginning from the dainty appetizers on to the heavier entrees, so should the store be arranged to appeal to our "eye appetite," leading on in easy stages to a sort of a climax.

The appearance and general attitude of employes is the climaxing feature which goes to make up the personnel of a business. Even if all other conditions are favorable, a carelessly attired, indifferent employe will sometimes quickly offset all that has been accomplished.

Too much stress cannot be put upon this point—the appearance and conduct of an employe. Every effort and device that has been put forth to get public favor, to persuade the prospective customer to enter your store, has been done to gain this last result—the actual transaction of buying, for which purpose the employe is a necessary intermediary and upon his attitude the successful termination depends. Neatness in attire, a quiet courtesy, and a willingness to show goods and answer questions embrace the few requirements from an employe that add the last chapter to the tone of a business. As Mr. Williams says in *The Sporting Goods Dealer*:

"Your goods may be of the highest quality; your prices consistently moderate; the situation of your store may be excellent; in fact, all factors but the personnel may be highly satisfactory for a successful business, but if this most important item has been neglected—if all of your energy and effort is confined to the internal requirements of your business and none is expended upon those many external elements which stamp the character of your store—then you cannot succeed; you are laboring under a very great handicap. If you give no consideration to the personnel of your store, you are trying to win success in spite of adverse conditions which could be modified and overcome."

JAMES B. FISHER DINED.

On Saturday afternoon last James B. Fisher, manager and buyer of the post card department of the Tower Manufacturing Co., was tendered a complimentary dinner by a number of his good friends in New York, the scene of the occasion being the Venetian room of Kalil's restaurant.

The dinner did not mark any anniversary of Mr. Fisher's useful life, but he has been doing so many good things for other people for many years back that a number of his admirers concluded that "it is about time we did something for Jim," hence the dinner.

The guests included men prominent in public life and the professional and commercial world.

A LONG JUMP TO MAKE.

From within a stone's throw of the Battery to Long Acre Square is a long jump to make, but such was recently done by the Garraway Photo Art Co., which concern reproduces photographs by machinery.

Touch all the bases in the game of business and then there'll be no dispute about the pen-nant of success.

# The Klein & Heffelman Co.

CANTON, OHIO

*Wholesale Ohio Representatives*

WINTER & CO. PIANOS

MASTER PLAYER PIANO

RUDOLF PIANO CO.

Rudolf Pianos and Player Pianos

Dealers wanted to represent these lines in unoccupied territory



## THE BUSINESS OUTLOOK.

**Credit and Confidence Have Been Restored and Conditions Are Improving Every Day.**

Renewed confidence in the financial situation continues to be demonstrated by large business firms, and in no way is it more discernible than in the demand on all sides for goods. In connection with the renewal of business activities The Tradesman quotes the following forceful editorial review:

"With the beginning of the new year, business in the United States seems to have gathered into its stride. In all lines of trade there is brisk movement; buyers are sending in large orders, and sellers are disposed to offer more liberal credit. The industrial prospect for 1909 promises richly, and no doubt the promise will be fulfilled. In an address to the Albany Chamber of Commerce, recently, Governor Hughes said: 'There are before us evidences of the most abundant prosperity. We have started the new year well, and the business men of the State have never had better reason to look forward to good fortune.'

"Governor Hughes' assurance applies to business men of all the States. In all sections of the country the signs of renewed business activity are manifest. The South is eager to open up new railroads; for the first time in her history the cotton crop of 1908 exceeded the hay crop of the entire country in value, and stood next to corn. She needs more lines of transportation, more factories, more labor to help her turn cotton into coin. In the West there are no hands idle which want work. In the East the ordering of goods for future delivery is being revived. Iron and steel mills are producing at their full capacity again, and dry goods, shoes and wooden structural work are showing well for the season.

"More significant still, perhaps, the railroads report a satisfactory traffic. The farm products of the United States were the greatest in the

country's history in 1908, and the railroads are sharing in the prosperity of the farmer. But also from the great markets of the cities comes the official report of trade and industrial conditions for the week, and it says, 'credit and confidence are again established on a firmer basis at the opening of the new year than at any time during the last fifteen months. Progress is steady, and along safe and very satisfactory lines.'

"Herein lies the most optimistic fact about the industrial outlook for 1909. Credit and confidence have been restored. These are the very bases of a market's prosperity. As long as they remain firm business is good. Anything that impairs them undermines business and paralyzes industry."

## SHOULD PROVE A BIG SELLER.

The New Style Peerless Automatic Piano Just Introduced by F. Engelhardt is Especially Adapted for Moving Pictures, Summer Pavilions, Amusement Arcades, Dancing Schools—In Fact Anywhere Good Music Is Desired.

F. Engelhardt & Sons, in response to many requests on the part of the trade, have brought out a new style "Peerless" automatic piano, viz.: style D-X, especially adapted for moving picture theaters, summer pavilions, amusement arcades, skating rinks, dancing schools, in fact, any place where good loud music is desired. The instrument is equipped with xylophone, genuine Turkish cymbals, bass and snare drums of the best make. The latter can be adjusted to play loud or soft, in fact, all possible effects in music from the most delicate pianissimo to fortissimo can be produced, i. e., powerful enough to fill a large hall, or adjusted as not to seem loud in a small room. Another important feature—the instrument can be played manually. Another very strong feature—the music rolls for this in-

strument are cut and especially arranged to give full orchestration. In other words, the xylophone playing the solo part of the composition and the piano, cymbals and drums the right accompaniment. The piano is also fitted with a new magazine slot and is sure to prove a big money-maker wherever introduced.

The driving of the instrument is by electric motor arranged inside the case and can be connected to any ordinary domestic electric light lead. The instrument is truly an artistic conception in every particular, and is sure to meet with popular demand. Although just added to the "Peerless" line, the advance orders would indicate that style D-X will be one of the "top-liners" and star sellers.

Talking machine dealers will find the instrument an excellent side line, viz.: to secure orders for the installation of the instruments in places of music. The field is a large one, and as noted in the concern's announcement in this issue, they will be pleased to forward quotations and allot territory.

## THE VALUE OF IDEAS.

Ideas are as essential to progress as a hub to a wheel, for they form the center around which all things revolve. Ideas begin great enterprises, and the workers of all lands do their bidding. Ideas govern the governors, rule the rulers, and manage the managers of all nations and industries. Ideas are the motive power which turn the tireless wheels of toil. Ideas raise the plow-boy to president, and constitute the primal element of the success of men and nations. Ideas form the fire that lights the torch of progress, leading on the centuries. Ideas are the keys which open the storehouses of possibility. Ideas are the passports to the realms of great achievement. Ideas are the touch-buttons which connect the currents of energy with the wheels of history. Ideas determine the bounds, break the limits, move on the goal, and awaken latent capacity to successive sunrises of better days.

# Baseball Goods Are Profitable

THEY FIT IN WITH YOUR BUSINESS

The Goldsmith Line of Sporting Goods Is Complete. We Manufacture Each and Every Item.



Backed by Our Unrestricted Guarantee as to Satisfaction and Quality



Write at once for full particulars and why it will pay you. Also advising in which Catalog you are interested—

SPRING AND SUMMER CATALOG.—Baseball Supplies Complete.

COLOR BOOK of Baseball Uniforms.

FALL AND WINTER CATALOG.—Footballs, Boxing Gloves, Striking Bags, Football Uniforms.

ATHLETIC CLOTHING, COLLEGE PENNANTS, etc.



**P. GOLDSMITH'S SONS, Manufacturers**

New York Salesroom: WILSON TRADING CO., 46 Cortlandt St.

Main Office and Works:

207-9-11 W. Pearl Street,

Cincinnati, Ohio

Branch Factories: COVINGTON, KY.; NEWPORT, KY.

## THE BUSINESS SHOW IN CHICAGO.

Fourth Annual Business Show Opens—Much of Interest Exhibited in the Nature of Office Fittings—Business Phonographs—A New Advertising Machine—Other Specialties That Would Make Attractive Side Lines for Talking Machine Dealers.

(Special to The Talking Machine World.)

Chicago, Ill., March 5, 1909.

The doors of the Coliseum were thrown open last Saturday evening on the fourth annual business show to be held in this city. Although considerably smaller in the number of exhibitors than that of last year, there is nevertheless much on exhibition to interest both the business man and the general public. The attendance has been very fair, especially in the evenings, the latter part of this week.

The booths for the most part contain appurtenances for office equipment, such as adding, multiplying and billing machines, ledgers and other bookkeeping essentials, desks, filing cabinets, etc. The large typewriting exhibits of last year are conspicuous by their absence.

Two exhibits are of especial interest to talking machine dealers. The business phonograph, as demonstrated by the Commercial Business Phonograph Co. in their booth, which is in charge of Edwin C. Barnes, is referred to in another part of this paper.

The Oral and Motion advertising machine is described as being possessed of both talking and moving features, and is attracting much attention in the southern part of the building, where it is on exhibition. In appearance it is a tall, handsome cabinet of oak, with a circular glass front, with a talking machine horn conspicuously placed near its top. Internally it contains two separate motors. One of these controls the motion of the advertising cards, fifty in number, which move in a semi-circle within the glass front, stopping midway in their course for about 30 seconds to allow the observer to get the details of the advertisement firmly fixed in his mind. The other controls the phonographic apparatus which announces in a loud, distinct voice why so and so's card should not appear unheeded. A double exposure of the card, combined with the talk, occurs every five minutes. Elmer Fletcher, the inventor, together with General Manager Treat, have permanent quarters in this city.

Among the specialty exhibits is that of the Nye-Welty Co., sales agents for the William A. Welty Co., of Waterloo, Ia. An attractive dis-

play of the Welty pens "guaranteed" has attracted to their nicely-appointed booth a vast number of purchasers and innumerable curiosity seekers.

The Bal-Klos Mfg. Co., of this city, have an exhibit showing their various specialties, including patent dictionary book holders, the Bal-Klos non-corrosive automatic closing ink well, novel pencil sharpener, etc.

A standing question of the Perfection Razor Strap Co., located in the north end of the building, is "Do you shave?" A device for the sharpening of any style razor is displayed and seems to possess distinct merit.

The entertainment features of the business show are numerous. Band selections are heard at half-hour intervals, while a moving picture show at the extreme north end offers an opportunity for rest. In certain penmanship school exhibits, artists entertained with both pen and pencil and blackboard work, while in the shorthand section the "boy wonder" astonishes with the neatness and rapidity of his work. The show closes on Saturday and a record crowd is expected.

## THE VALUE OF CREDIT.

Nothing Will Fill Its Place Unless It be Cash—  
Pays to Keep Credit at High Notch.

Is there anything under the sun that will fill the place of credit? I believe not. If there is, I have never met with it. Cash is the only available substitute, and even that fails in many instances. There are firms in New York that will refuse to open an account for cash with a man who has no credit; they will have no business transactions with any one who has not a current credit rating in this market. Yet those same firms will not hesitate to open an account with a man whom they find relatively well rated. I have experienced that singular thing, a wholesale firm that refused to sell goods for cash to a merchant who had no credit rating. Reference showed that he always paid cash and neither sought nor received credit. The firm in question refused to sell him; they had no assurance of his soundness, no other testimony of his disposition to play fair other than that he paid as he went, so they positively refused to do business with him. He asked no accommodation at their hands; he wanted goods and would pay on the spot, yet they positively refused to place his name upon their books in any capacity whatever. This only goes to show that "no record" is a bad record. The man who is not rated good

is bad. Some men will persist in judging every man a rogue until he is proven honest. Be careful of your credit; you can have no more precious possession than a good name, nor more valuable capital than a good credit rating. The practice of having your check received by your creditor the day it is due instead of sending it on that day is a trifling thing, yet it will not go unnoticed. Trifles like this supplement your rating in dollars and cents and help to stiffen it. Make no promises you cannot keep, and whether prompt or slow be as good as your word.

## MORAL FORCE IN SALESMANSHIP.

What It Means and Its Importance—Should be Developed in Order to Combat Successfully Buyers Who Use Underhand Methods to Get Low Prices—The Favorite Tricks of the Crafty Buyer and How They Can be Frustrated by a Salesman With Sufficient Moral Force.

No man has greater need of moral strength than the salesman.

Moral strength means more than the ability to resist temptation to misbehave himself. Anyone of manly caliber has that. It means more than declining invitations to "come out with the boys," more than merely keeping straight, and sticking faithfully to monotonous duties, day after day. A salesman has a severe test of his moral strength to undergo. For he is constantly under pressure from buyers who seek to convince him that he is asking extortionate prices, says Frank H. Hamilton, in the *Traveling Man*; that his goods are not worth as much as his valuation of them; that they can get more desirable service from his competitors, etc. So clever and insidious are the methods that buyers use to obtain an advantage, that even the most experienced and the wariest salesman is sometimes in danger of being duped by them. It takes moral strength of the highest kind to resist the wiles of the scheming buyers—and unless a salesman is strong in this respect, he will most certainly be victimized, much to his own discomfort, and to the pecuniary loss of the house he represents.

A buyer likes to pose as a good friend of a salesman from whom he has been purchasing goods for a long time. In confidence, and purely for the salesman's "own good," he gives him a "straight tip"—to the effect that competitors are subtly undermining him—that the house which the salesman represents is losing its prestige, etc. Whatever the nature of the information, it is always preliminary to an attempt on the buyer's part to force some concession from the salesman. He wants an inside price, or a more liberal rate of discount, or privileges of some sort or other. So smooth, so suave and plausible is his argument, that the average salesman is almost certain to be deceived by it. The buyer is his "old friend"—surely his advice is disinterested! He has the art of making it seem so, at any rate.

A salesman in making his rounds will sooner or later be gulled by some crafty buyer, if he is not forewarned. And even if he is forewarned, he will very likely be caught off his guard and "bamboozled" into accepting misrepresentations, if he has not the quality of moral courage to a superlative degree.

A salesman may know that he has the "rock bottom price." What is he to say to the buyer who tells him that his competitor sells the same goods at a lower figure? What is he to do when, after he has expressed his disbelief, the buyer exhibits a bill from that competitor, which apparently bears out his statement? This often happens. The bill may have been "doctored," or, more frequently, the buyer conceals some portion of it from the salesman, letting him see everything but the date, or some conditional phrase at the bottom. Forty times out of forty-five such a piece of evidence is misleading—an out and out misrepresentation of the facts. There is one thing for the salesman to do. That is to let the buyer know very plainly that he is

## SALES-PULLING SIDE LINES

### THE PRESIDENT INK PENCIL

Guaranteed a Perfect Writing Instrument

Necessary alike for Men, Women and School Children. Fills with Ink like a Fountain Pen. Writes like a Lead Pencil. Will Not Leak Carried in Any Position.



MADE IN TWO SIZES:

No. 1 or short pen,  $4\frac{1}{4}$  inches open . . . \$1.50—to dealers, \$12.00 per dozen. f. o. b. Chicago  
No. 2 " long "  $5\frac{1}{2}$  " " . . . 2.00— " 16.00 " " "

President Fountain Pen Ink, Paste, Mucilage and Carbon Paper

Copyrighted Statuettes—Quick Selling Novelties. Make Great Window Displays

SENTIMENTAL ARTISTIC HUMOROUS

179-181 Lake St., F. W. McINTOSH CO., CHICAGO



selling his own goods, and not the competitor's, that he is not governed by his competitor's prices or actions. He will lose nothing by hanging doggedly to the terms which his house has authorized him to make. It takes moral courage to do it, however.

The sales manager of one of the largest packing houses in Chicago told the writer of one common scheme by which buyers attempt to force the packer's salesmen to sell below the market price.

"The buyer keeps a wary eye on the market," he said, "and when a salesman representing Blank & Co. puts in an appearance, the buyer is ready for him. He knows, without having asked the salesman, which particular products Blank & Co. are selling at a lower price than any of their competitors.

"He will begin enumerating the items which are to comprise his order—and among them will be four or five products which he could not have bought from any other house at so low a figure. He gets a good bargain, too, on the various other items. The other is beginning to look fairly large. At this point the buyer asks the price of another product which he knows Blank & Co. are selling at the lowest market price. The salesman will quote it at 12½ cents, perhaps. At this, the buyer pretends to be scandalized. He claims that the market price is 12 cents, and that Blank & Co.'s competitor has offered it to him for that. An argument follows. The salesman believed he had the lowest quotation, at the start, but the buyer's positive assurance to the contrary rather weakens his faith in the instructions he has been given. Perhaps, after all, he thinks, the house did not furnish him with the "bottom" price—or he has mistaken the price which the house did authorize. Still he persists in demanding 12½ cents, until the buyer says:

"You can make that last item 12 cents, or cancel the entire order. I will buy nothing from you if you propose to hold me up for half a cent on one of the items."

"This is pure bluff. But frequently it is effective. The loss of the whole order looks so big to the salesman that he 'gives in,' and enters the disputed item at 12 cents. The buyer is happy, for by this ruse he has succeeded in buying all but one of the items at the lowest market price, and that one he has bought below the market. He would not have canceled his order—because it consists of just those items which Blank & Co. are selling at the lowest price, and would cost him more if he purchased them from anyone else. The salesman would have been entirely on the safe side if he had 'hung out' for his extra half cent on the item under dispute."

As soon as buyers learn that a salesman can be made to yield to pressure, it becomes almost impossible for him to get orders without sacrifice. The pressure will be brought to bear from all quarters and in a great variety of ways. One will affect indifference—he will say he doesn't care whether he places the order or not. He "leaves it to the salesman" whether the order which is ready for the signature shall find its way to the waste paper basket or to the factory—only, if it goes to the factory, there must be a slight change in the dating or the rate of discount. Another will have some fictitious fault to find with the last shipment he had from the house. Another holds forth on what the salesman's competitors will do for him. Innumerable other devices are in everyday use by unscrupulous buyers. And they are all so plausible that even the salesman who is on the lookout for some such snare is likely to swerve from suspicion to credulity and become the victim of a "hold-up" game. When such pressure is being brought to bear from all sides, only the salesman of superior moral strength can come through the ordeal with undiminished respect for himself as a business man.

Moral strength means strength of purpose. It is a salesman's purpose to sell the goods at the price which his house chooses to ask. He must stick to that. He must keep his faith in the

goods and in the house, no matter what startling revelations buyers may make out of "disinterested friendship" for him. The quality of that friendship is dubious when it is used as a pretext for extortion.

It is seldom wise to contradict a buyer—and to give him the lie direct would make an enemy of him and spoil all prospect of future sales, so far as he is concerned. The best way is for a salesman to be deaf and oblivious to all hints and insinuations, such as are calculated to disturb his confidence in his house or his position. The salesman can show by his manner that he knows what the buyer is attempting to do. He should resolutely decline to be drawn into argument concerning any matter that is not directly related to the question of the sale which he came to make. If he is firm, and positively inflexible in his loyal attitude—if he shows that he knows his business and is not to be made a fool of—he will always find himself master of the situation.

#### A PROFITABLE SIDE LINE.

A line that is easily handled, is a popular seller and profitable withal, should appeal to every progressive talking machine dealer. Such is the Hohner harmonica, which stands at the head of goods of this kind. In fact, for fifty years the name Hohner on harmonicas has conveyed the symbol of superiority, and so to-day this world-known firm can confidently claim that every instrument manufactured by them is as perfect as human knowledge and skill can produce. The particulars of this commendable side line appears on this page, and the offer therein made is entitled to early consideration by the live jobber, who should be prepared to supply the dealers. The Hohner factory in Germany is the largest in the world. Prices and information promptly supplied by M. Hohner, 475 Broadway, New York, or from their Canadian and Mexican branches. Harmonicas are a quick-selling and standard line.

## HAVE YOU EVER CONSIDERED THE EXCELLENT OPPORTUNITY AFFORDED IN HANDLING THE HOHNER REED INSTRUMENTS?

**F**OR fifty consecutive years the name Hohner on Harmonicas has conveyed the symbol of superiority, and so to-day, we can honestly claim, as all others concede, that every instrument manufactured by us is as perfect as human knowledge and skill permits.

THE IDEAL SIDE LINE FOR TALKING MACHINE DEALERS

BIG PROFITS

EASILY HANDLED



WITHOUT A PEER

WHAT YOU NEED

ASK US FOR PRICES

SEND A POSTAL FOR THE FINEST CATALOGUE OF ITS KIND EVER ISSUED ENTITLED "SERIES B. FIFTIETH ANNIVERSARY."

M. HOHNER,

HARMONICAS  
ACCORDIONS  
BLOW ACCORDIONS

YOUR JOBBER FOR GOODS

NEW YORK OFFICE, 475 Broadway  
CANADIAN OFFICE, 76 York Street, Toronto, Can.  
MEXICAN OFFICE, 4 Calle de Tacuba, Mexico City



HERE AND THERE IN THE TRADE

Some very novel ideas in post cards are now in evidence for the Easter trade. There is not only a larger variety this season, but more skill and originality is displayed in the conception of these very welcome and now almost necessary seasonable publications. Many of them are printed in colors and are really works of art. The development of the post card business has assumed tremendous proportions, and while we have not yet equalled England or Germany in certain lines in the matter of output, yet we are fast approaching these countries in the artistic quality of our creations. It is now recognized that the high-class cards are mostly all of great educational value, and all fair-minded people are rapidly estimating them at their true worth. Even in the cheaper grade a higher standard is evident.

Have you the agency for one of the numerous family of "gods" that have sprung up within recent months, including the gods of happiness and luck, the god of things as they ought to be and the god of grouch, and other "just gods" too numerous to mention? If not, it is well to get in line and cater to the public's mood while it is at its height—that's what gets the money.

This is the day of the safety razor, and no man should cut himself with the old style for fear of not being satisfied with the twentieth century article, for over a score of safety razors in a variety of forms are now on the market, ranging from the Gillette at \$5 to those made to sell for a dime. Dealers who handle safety razors are well off in several particulars. Owing to strong competition, each line is extensively and persistently advertised, prices are fixed, and the exchange of new blades for used ones opens the way for a permanent income from each sale.

In connection with safety razors, there are numerous sundries for the gentleman's toilet that can be conveniently handled, shaving mirrors, brushes and soaps being among them. It doesn't pay to get the meat and let the gravy pass unnoticed—there's nourishment in that, too.

Are you in a position to profit by the desire of certain of your neighbors to fly along the

roads these crisp days on a motorcycle? There will be a heavier demand for such machines in the late spring and summer, and if you are not prepared the other fellow's going to get the money. Motorcycles have been brought to a high state of perfection, are easy to handle, sell for reasonable and attractive prices and offer good profits.

Next month the big leagues begin playing ball, and the enthusiasm of the smaller leagues, the independent clubs, the "fan" and the small boy will then be at its height. A first-class line of baseball goods will make the dealer's store a point of attraction, and the interest pays, for no matter how young or financially weak the baseball enthusiast, nothing but the best will do. League ball is a magic word, and who would attempt to settle a close score in the ninth inning with a bat that couldn't be depended upon? Then, too, there are gloves, masks, chest protectors, base bags, bat bags and a score of other necessities to be considered.

Every once and a while up crops the story of the customer neglected because he looked seedy, but who had a roll of bills in his boot. Then the clerks take to spurting to greet every seedy man entering the store, only to find out that they are panhandlers. 'Tis a cruel world.

The disciples of the great Isaak Walton will soon be swarming in river, stream and sea, and it is wonderful how necessary a new outfit of rods, lines, hooks, flies, etc., are deemed by those who go after honors. The success of the red-headed and scantily clothed farmer's boy with his crooked stick and bent pin is legendary, but a true sportsman wants something he can depend upon, and the dealer who offers the best will get the trade. Are you the man?

Mr. Talking Machine Dealer, have you ever stopped to consider how well typewriters would fit in your line, especially if you handled commercial machines and records? When a man is sufficiently interested in turning out his correspondence with neatness and despatch to consider the purchase of a commercial talking machine for the purpose, he is certainly in a humor to discuss means of improving the last half of the operation, the typewriting—and there's your chance.

Booze and Business begin with the same letter, and there the harmony ends, they don't mix at all. It's the sober man who gets the best of the horse trade.

CONVENIENT NEW FIXTURES

For Displaying Sheet Music, Magazines, Tablets and Post Cards.

Every retailer realizes the fact that goods of any nature must be displayed to be sold, and the question of how to display them to get the most effective results is one that perplexes every window trimmer and dealer that endeavors to have something a little better and more original than his competitor. The Gier & Dail Mfg. Co., of Lansing, Mich., realizing this need of the retailer, have made a thorough study of his conditions and have put on the market a line of entirely new fixtures that solve two great problems—save space and give a more effective and attractive display.

The cut here shown is one of their revolving cabinets for displaying sheet music. This shows 30 sheets of music on only 25 inches floor space, each pocket holds 25 or 30 sheets. The music is held perfectly, showing the whole cover and making a very attractive appearance. They build three sizes of the revolving cabinets for this line and flat racks of any size desired.



DAIL'S DISPLAY MUSIC CABINET, No. 71.

Their steel pockets are very practical for tacking on side walls and make an inexpensive but attractive way of showing music. These pockets of which a cut is shown are formed from one continuous piece of steel and are very strong



Patent Pending.

Patent Pressed Steel Pocket used on DAIL'S Cabinets and for filling up wall space.

and durable. They also build several sizes and styles of cabinets for displaying magazines, dime novels and are the manufacturers of "Dail's sectional post card cabinets," of which they have sold over 5,000 in less than eight months.

"ROCHESTER"



WE MAKE 17 STYLES OF POST CARD DISPLAY RACKS

from the small single units to the large 7-ft. Floor Stands. Increase your sales by properly displaying your postal cards.

Our "Rochester" easel rack displays 50 cards and holds 4,000 cards. The Seneca Revolving rack displays 48 views and holds 1,500 cards.

"SENECA"



PRICES AND CIRCULARS SENT ON APPLICATION

BE up-to-date and add the latest home entertainer to your line. The **MAYER REFLECTOGRAPH** reproduces Post Cards, Song Slides, Views and photos on a screen or canvas, in all their natural colors, six feet square.



Liberal Discount to Jobbers

Price, with either Electric, Gas or Acetylene Fittings, \$5.00 each.

**CHARLES W. MAYER**  
10-12 Furnace St., ROCHESTER, NEW YORK



These ideas should interest every dealer of these lines, for they can be put to such varied uses that they are adaptable to nearly every store. The Gier & Dail Co. assert their willingness to send, free, cuts and descriptions of their various ideas to any retailer who will send their address to their main office at Lansing, Mich.

**AN EXTENSIVE CAMERA PLANT**

That of the Seneca Camera Manufacturing Co., Rochester, N. Y.—Success of This Concern—Value of Cameras as a Side Line.

We present herewith a view of the extensive plant of the Seneca Camera Mfg. Co., on South Clinton street, Rochester, N. Y., and large though the factory is, the business of the company is



expanding so rapidly that additional quarters will soon be required to properly meet the demand.

The Seneca Camera Mfg. Co. is an independent concern and have built up an enviable reputation for their products, their line including cameras and supplies to meet every demand of the amateur and the professional photographer.

A number of talking machine dealers have already taken on the Seneca line and have found that, owing to its excellent reputation and liberal advertising, the line is one that sells with a minimum amount of effort. Then, too, the profit is liberal and the demand for supplies makes every camera sale a basis for a continuous business.

**THE SPORTSMAN'S SHOW**

Held in Madison Square Garden Recently—What's What in Sporting Goods for 1909—Public Displays Great Interest in Exhibition.

The Sportsman's Show, held in Madison Square Garden recently, gave the sportsmen of the East an excellent opportunity to see the latest productions for making life enjoyable on trail, or stream, or, in fact, in any part of the great outdoors. Practically all the leading sporting goods manufacturers had their products on exhibition, and the new things shown were many and varied.

Gunning, fishing, camping and boating outfits were shown and the interest of the public in the various lines was intense, as was evidenced by the crowds in attendance. The show has fully demonstrated that the ranks of the sportsmen are not filled from the wealthier classes, but the greater number come from the masses. Dealers visiting the show had an excellent opportunity to see what's what in sporting goods and gauge their orders accordingly.

An Auxetophone furnished by the New York Talking Machine Co. did excellent service in the booth of the Asbury Park Publicity Bureau. The Auxetophone rendered numerous selections as played by Arthur Pryor's band, a leading summer attraction at Asbury Park.

**NOTHING GAINED WITHOUT EFFORT.**

This is as True in the Talking Machine Trade as Anywhere Else—How Side Lines Can be Made Profitable to the Enterprising Dealer.

Not since our great ancestor, Adam, bit into the forbidden fruit and was ousted from the Garden of Eden has anything been gained by human beings without effort. And centuries of study and invention have not lightened man's burden, simply providing means for accomplishing more with the same amount of energy. Yet in this enlightened twentieth century there are actually merchants who believe that goods should sell almost automatically, that between the direct effort of the manufacturers and general advertising the dealer should have nothing

When there is a lull in talking machine sales the salesmen can devote their attention to interesting prospects in other lines, while still keeping the weather eye peeled for talking machine and record buyers. With no idle time to pay for the profits of the business will show a corresponding increase.

It is simply the case of taking advantage of opportunities, it being readily realized that if one line will catch a certain number of customers, two or three lines will capture more, provided that they may be and are properly handled.

It must be considered, however, that no matter how well known or popular a side line is it will not sell itself without effort. There are several prominent brands of safety razors, but the devotee of the old style "colored man's companion" must be shown wherein a safety razor at a higher price than the old style is a most desirable article to possess. Motorcycles may be of a popular make and attractive in appearance, but the purchaser must be convinced that their speed and general durability are fitted to his needs. In short, wherever there is competition, salesmanship is required to a greater or lesser degree.

The remarkable recovery of the talking machine trade after the depression has placed dealers in an excellent position to take on side lines. Larger profits mean more capital to invest, while the increased number of machine and record purchasers visiting the stores offer an excellent field for introducing new lines directly.

With a prospect actually inside the store, the sale is half made, and attention may be attracted to the side lines in a subtle manner without danger of offending and thereby losing a permanent customer.

It will pay the dealer to consider the needs of his trade and cater to those needs even in other lines than talking machines. As one eminent statesman remarked, opportunity knocks once at every man's door, and after that the man knocks opportunity.

There are still many inaccuracies in advertisements. There is still much exaggeration. The frequent use of superlatives is a matter of habit, and it will take some time to get out of it. Each of a half-dozen shops in one town claim to be "the best and cheapest." This is preposterous on the face of it.

It's hard to convince salesmen that "going in mourning" means black raiment, and not black fingernails.

to do but collect the profits and rest at ease, or rest, anyhow, while waiting for profits, instead of chasing the elusive game.

The average business man, however, fortunately realizes the fact that nothing can be achieved without effort and success comes only to him who hustles energetically.

Take, for instance, those talking machine dealers who have taken up the question of side lines, and have installed a line foreign to talking machine goods. In the majority of cases such lines were added as only occupied space not required by the regular line, and the dealers have simply made use of time and energy formerly wasted.

**A Side Line That Sells**

**WELTY'S FOUNTAIN PENS**

**FOUNTAIN PEN INKS and SAFETY CLIPS**

Write for our Catalog and Discounts. A Sample will be furnished at wholesale price.

**The William A. Welty Co.**

**Waterloo, Ia.**

**U. S. A.**

**THE LUCKY SPOT**

**SAFETY RAZOR HERE TO STAY.**

Comforts and Savings in Its Use Have Made It Popular.

Thousands of people are now using safety razors who could not be induced to do so a short time ago. When a man shaves himself he uses his own razor, brush, soap, towels, etc., guarantees against skin diseases. As a time saver the safety razor deserves a place in the halls of fame.

As a money saver the facts are: It will cost a man about \$15 a year if he shaves twice a week in a barber shop. The loss of time must be figured in the equivalent of money. The one proposition to put before the men of this and other countries is that the cheap safety razor is within the reach of every man and will give the same results as to practical use as the higher priced ones. This is not an appeal to the public to use cheap articles solely, says the New York Sun, but when the article under consideration will give the same service as the higher priced one then the article with the low price but high merit should be selected.

**COLONIAL TRADE OF THE UNITED STATES.**

Our trade with our dependencies—the Philippines, Hawaii, Porto Rico and Alaska—will approximate no less than \$170,000,000 this calendar year, judging by the ten months record of the bureau of statistics, of the Department of Commerce and Labor. The increase during the past ten years has been \$110,000,000, or nearly 200 per cent. In the same period our trade with foreign countries has increased about 60 per cent., or less than one-third the percentage of increase in the trade with our dependencies.

Curiously, one of the smallest of these dependencies of ours, both as to population and area, furnishes us the largest amount of trade, namely, Hawaii, as follows:

Total trade with U. S. 1908.

Hawaii .....	\$65,000,000
Porto Rico .....	45,000,000
Alaska .....	40,000,000
Philippines .....	20,000,000

Total trade .....

\$170,000,000  
By imports at American ports and exports therefrom, the round figures are (ten months ended October):

	Imports from	Exports to
Hawaii .....	\$40,500,000	\$13,000,000
Porto Rico .....	23,000,000	18,000,000

Alaska .....	10,500,000	14,000,000
Philippines .....	8,000,000	8,500,000

Totals .....

\$82,000,000 \$53,500,000  
Except in the case of the Philippines, each territory shows, in the ten months, an increase in the total value of its products sent us, while the value of the goods sent to the territories by us shows a slight decrease in each case, due mainly to lower prices of many of the articles exported, especially manufactures.

Porto Rico sends us chiefly sugar, tobacco and fruits; we send Porto Rico chiefly rice, meats, breadstuffs, cotton goods and manufactures of iron and steel.

Hawaii sends us chiefly sugar, in return for breadstuffs, meats, iron and steel goods, cotton cloth, mineral oils, tobacco manufactures and wood manufactures.

In exchange for the large quantity of hemp and small quantity of sugar which we get from the Philippines, we send to those islands chiefly iron and steel manufactures, breadstuffs and mineral oils.

Alaska sends us principally salmon, copper, furs and gold to help pay for our cotton manufactures, woolen goods, iron and steel manufactures, mineral oils, breadstuffs, meats, tobacco manufactures and wines, liquors and spirits.

From \$60,000,000 to \$200,000,000 in only ten years is but the beginning of the trade we shall eventually have with these valuable dependencies of ours.

**REGINA WITH R. WURLITZER CO.**

The Rudolph Wurlitzer Co., of Cincinnati, in announcing to the trade that they have been appointed wholesale distributors for Regina music boxes and Reginaphones by the Regina Co., of Rahway, N. J., state: "Apart from the fact that the Regina music box is an old-established proposition and a fine seller everywhere, it is not necessary to put in a large stock to qualify as a dealer.

"It is an easy matter to build up a business gradually from a very conservative start. Customary talking machine discounts are allowed dealers.

"Our observation recently is that the majority of talking machine dealers are eager for a profitable side line or two to boost receipts. We have had many requests for advice on the best line to take on.

"In our judgment the Regina is the 'one best bet.'"

The Regina line is certainly growing in favor.

**PIRATED PLEASANTRIES.**

At a performance of "Aida" the other night, Caruso, as usual, soared into the highest altitudes of song with such consummate ease and thrilling power that he brought down the house—with the exception of one critical young woman in the family circle.

"Lou," she observed to her companion, "ain't it funny that Caroozer don't seem to gripe your noives the way he does on the record? Queer, ain't it?"

During a certain battle the colonel of an Irish regiment noticed that one of the men was extremely devoted to him, and followed him everywhere. At length he remarked:

"Well, my man, you have stuck to me well to-day."

"Yes, sorr," replied Pat. "Shure it was my mother said to me, says she, 'Just you stick to the colonel, Patrick, me boy, and you'll be all roight. Them colonels never get hurted.'—Philadelphia Inquirer.

"Lottie," asked Will, "what is that piece of music the orchestra is playing?"

"It's the overture to 'William—Tell!'" she answered, looking at him out of the corner of her eye.

In a tremulous yet ardent whisper William thereupon told her what she had been waiting so long to hear.—Chicago Tribune.

Bank Clerk (scrutinizing check)—Madam, we can't pay this unless you bring some one to identify you.

Old Lady (tartly)—I should like to know why? Bank Clerk—Because we don't know you.

Old Lady—Now, don't be silly! I don't know you, either.

"Meaning is a thing utterly disregarded by my colored maid when she talks," said a Harlem housewife; "all she goes by is a sense of sound fullness. She was going to a ball the other night and I told her to be sure to get home early if she wanted to keep her place.

"Well," she answered, 'you'll have to corrugate me, ma'am, if I am, but I ain't likely to be sebasetuous'—whatever that might mean.

"I asked her next morning if the ball had been a success, and she replied:

"I suppose so, ma'am, so far as I can certificate; but I can't say for sure, 'cause I re-treated just as the fun was gettin' to the top of its apogee.'"

When Barry Sullivan, the Irish tragedian, was playing "Richard III.," one night and the actor came to the lines, "A horse, a horse! My kingdom for a horse!" some merry wag in the pit called out:

"And wouldn't a jackass do as well for you?"

"Sure," answered Sullivan, turning like a flash at the sound of the voice. "Come around to the stage door at once!"

Stella (at the piano)—Now that you have heard me sing, what would you advise me to do with my voice?

Mabel—I wouldn't do anything with it just now. Wait till the man comes around and have it tuned.

Just before Christmas a piano-maker visited a Glasgow dealer, whom he attempted to bribe with a box of cigars, says Music, of London.

"Na, na," said the dealer, shaking his head gravely; "I canna tak' 'em. I dinna dae busness that way."

"Nonsense!" said the piano man; "but if you have any conscientious scruples, you may pay me a shilling for the box."

"Weel, weel," said the honest Scot, "I'll tak' twa boxes."

A man may be blind to his own faults, and be gifted with second sight where the faults of others are concerned.



## Dail's Display Music Cabinets

**S**HEET music must be displayed to be sold, that is why the publisher makes the cover attractive. We build three sizes of revolving cabinets similar to cut herewith. Flat racks to fit any space in your store. We can furnish our steel pockets to cover your wall. They make a cheap and effective display. We build cabinets for magazines, post cards, dime novels and newspapers. We have ideas that will interest you. It only takes a postal to find out. They may be worth dollars.

## Gier & Dail Mfg. Co.

**206 Grand Street      LANSING, MICH.**



## THE THEATERS OF THE PEOPLE.

The Growth of the One, Five and Ten-Cent Shows in New York Really Phenomenal—How These Can be Controlled and Become a Helpful and Educating Influence—The Effect of These Cheap Amusements on the Regular Theaters is Being Felt to a Very Large Degree.

An entertaining article appeared recently in the Evening Post from the pen of John D. Barry, bearing upon the tremendous growth of the one, five and ten-cent shows in New York City, which subject, by the way, was treated of at some length in this section last month.

Referring to the campaign carried on by the city authorities for the betterment of these public show places Mr. Barry says:

"The quality of the moving pictures exhibited in New York City has, during the past few weeks, greatly improved. Many of the films are not only eminently proper, but highly educational as well. The frequenters of the cheap theaters are having, for example, a course in plays by Shakespeare, represented through scenes for which actors have posed. The vaudeville performers, too, appearing chiefly in the ten-cent shows, have been forced to be more careful about what they say and sing and about the way they conduct themselves. The combinations, recently formed by the more successful of the managers and controlling small circuits of theaters, are doing everything they can to assuage public sentiment and to hold their following. They carefully supervise the films and strive to make a change of bill each day. Already, a few of the theaters are admirably conducted in every particular. They might be taken as models of what the theaters should be. They have windows on two sides, and they are kept both clean and light. They have proved that, for the proper display of pictures, it is not necessary that the auditorium be kept absolutely dark. What the pictures chiefly require is that light shall be properly focused on them. Here, by the way, is a solution of a problem that has bothered the clergymen, who maintain that the dark auditoriums are a menace to public morality. There is no doubt that they have encouraged a great deal of ill behavior.

"What is most needed in the five and ten-cent shows is systematic and thorough regulation. At present the regulation is chaotic, insufficient, and unfair both to managers and public. When a theater applies for a license, its qualifications should be quickly and carefully followed by each of the departments established to protect public safety. If the qualifications are satisfactory, the application should go in regular course to the license board. At present, any application may be held up by an unscrupulous agent with an itching palm.

Of a far lower grade than the five and ten-cent shows are the one-cent theaters—the penny arcades. But in recent years they seem to have lost much of their hold on the public. In some places, however, they thrive. In the very openness of the other shows there is an element of wholesomeness. It is far better for people to laugh together over a bit of vulgarity than for one person to enjoy it alone with more or less secrecy. The intimation of secrecy in the one-cent theaters contributes to what is left of their popularity. They rely almost wholly on the slot-machine, which, in the comparatively few years since its invention, has created many a millionaire. It is, of course, chiefly by means of small sums made out of the needs of people, including the fundamental need of diversion, that fortunes are originally accumulated. Like the five and ten-cent shows, the one-cent theaters make an effective appeal by means of cheap decoration and floods of electric light. Amusement-seekers casually drift in. The entertainment offered seems extraordinarily cheap. But the average amusement-seeker either has very little money in his pocket or possesses exceptional strength of character if he goes away without spending many times one cent. Not only are there popular

songs that he may hear by dropping a penny in the slot and by holding the rubber transmitter to his ears, but there are small pictures, controlled by the turning of a crank, each series telling a diverting story by the most effective of all appeals, the appeal to the eye. The words of the songs are usually harmless; at worst, they are coarse or vulgar. Occasionally, the pictures have a reasonable interest and are perfectly correct. Often, however, they are filled with suggestions of impropriety. In each of these cases they are advertised by means of pictures which are frankly suggestive. The best to be said of the one-cent theaters is that they are physically wholesome, being practically conducted in the open air.

"What has been the effect in New York on the regular theaters of this widespread cheap amusement? Thus far it has tended to injure them. It has been especially harmful to those of the lower class theaters, where melodrama is generally provided. It has also injured the theaters on the East Side where fine performances of high-plays in foreign languages used to be regularly given. Jacob Adler, for example, who formerly played most of the year in New York, now spends a large part of his time on the road. On the other hand, the cheap theaters have helped to develop the habit of theater-going and in many cases they have implanted the desire for public amusement in people who did not have the theater-going habit. In this country the attitude toward public amusement of many thousands of people is changing. The younger generation of families that held the theater in abhorrence are breaking away from the old traditions and are flocking to the amusement centers. Often by way of the cheap theaters they acquire a taste for performances of a higher class.

"Many of the social workers in New York believe that cheap amusements should not merely be controlled, but should be wholesomely and systematically developed. In the growth they see great possibilities of popular education. Some of them also think they detect in it an opportunity to realize the long-hoped-for theater of the people. The People's Institute has been seriously considering a plan for starting a cheap theater of its own. A public spirited citizen of wealth has already been found to put up the money. It looks now as if the plan would really be carried out. The object will be two-fold; to show, by running a theater that shall be a model of cleanliness and good ventilation, with really fine moving pictures, that the public can appreciate properly managed entertainment of the higher class, and to turn competition in the direction of improvement."

## TAKES ON PIANOS.

Perry B. Whitsit Co. Add Pianos and Players to Their Present Line.

(Special to The Talking Machine World.)

Columbus, O., March 8, 1909.

The Perry B. Whitsit Co. have added pianos to their line and have arranged special sales-rooms in the city. Separate soundproof booths for the display and demonstration of player pianos are among the innovations. Mr. Whitsit is one of the far-seeing talking machine men who believes in the great future for piano players. The concern carries a full line of Winter & Co.'s pianos and Master player-pianos, also that of the Rudolf pianos and player-pianos.

No statement should be made to a buyer which is not essentially true, and exaggeration is only justifiable as a means of compelling a recognition of the truth in its entirety—like making muslin garments for children, a little large, in the first place, so that when washed they will shrink to a fit.

No matter what you are advertising write the ad. with the women in mind. Ninety-nine times in a hundred the woman controls the household spending. She is the power behind the pocketbook.—Printer's Ink.

## Worth Your Consideration

If you desire to handle a money maker—an instrument that will draw trade and enhance your reputation—you should at once get into close communication with us and investigate our new Regina-Hexaphone. There is big money in this agency for live dealers and there is no instrument that will produce better results.



The New Regina-Hexaphone.

The Regina-Hexaphone is artistically designed, has a slot attachment, and, as you will note from the illustration, the unsightly horn is done away with, being concealed within the cabinet.

It requires less room than many of the coin operating machines, but is just as big an earner, and has been built to withstand the hardest kind of use. It makes money while you sleep and brings to your store a class of customers that will help your business.

The New Regina-Hexaphone is a new talking machine holding six different cylinder records. After inserting coin any one of the six records can be selected and played.

It takes standard talking machine cylinder records, which are very inexpensive, easily procured, and offers an endless assortment of all kinds of music. These records can be easily taken out and changed by the operator.

The Regina-Hexaphone is simple, substantial and compact, has an excellent tone and is a big attraction and a winner.

The Regina-Hexaphone is a very popular instrument with slot machine operators; it pays well, is easily handled, weighs but little and a large number can be operated at a very small expense.

The Regina-Hexaphone requires but little manipulation—is always ready—can be played anywhere—will play an unlimited number of airs.

THE REGINA CO.

RAHWAY, N. J.

259 Wabash Avenue, CHICAGO



## THE POWER OF SUGGESTION.

A Great Asset in the Make-Up of the Successful Traveling Man—Fred Kaessmann Says That Suggestion is Certainly an Order Winner of the Greatest Power and a Generally Good Servant at Any Time or at Any Place.

Confucius said, "When you know a thing to hold that you know it, and when you do not know a thing to allow that you do not know it, this is knowledge." Just so, yet, weighed by this standard, many of us tip the scale at a pretty low figure. Take Mr. Salesman, who scoffs at the power of suggestion—there are a goodly number of him—what can you say in defense of his scepticism? Or he? Nothing! For suggestion, says Fred Kaessmann in the Traveling Man, rightly employed, at the right time, is certainly an order-winner of the greatest power and a general good servant at any time or at any place.

To get down to the concrete: Some time ago I left the office of a rather crusty individual accompanied by him. When we arrived at the railroad station, several hundred yards distant, he said:

"Did you close the door after you?"

The question surprised me, but I answered, "Yes." Nevertheless, after he had left doubt assailed me, so I walked down to see if I had really closed it—and as a consequence missed my train. So much for a suggestion in this form.

Not much later, again having occasion to call at the office of the gentleman mentioned in the foregoing paragraph, I found him walking across the floor with a paper in his hand. As I entered, he was saying to a clerk:

"I guess that's all right."

With fond recollections of the train I had missed, also with a keen desire to see how suggestion would affect him, I said, with a smile:

"Are you sure?"

It was his turn to be surprised, but even as he answered, "Yes," yet he had not reckoned on the power of suggestion. A moment later he again walked across the office, nervously fingered the paper in question, then walked back again. This performance he repeated several times, and it was plain to be seen that his mind was in a quandary. Three minutes later he reopened the matter with the clerk—"just to make sure." So much for another simple little suggestion in question form.

Several years ago a mailing card reached my desk bearing the catch-line, "The Power of Sug-

gestion." The paragraph immediately following read: "After the manner of the signs near railroad crossings, I ask you to 'Stop—Look—Listen.' I require your undivided attention. I cannot permit you to forget my name. Once again I command you to repeat—aloud—etc." Further on we find, "By telling you again and again to recollect, you will be able to recall my name, address and profession when the proper occasion arrives. Now—Attention—Once More—all together."

The mailer of this card was pleased to call it a psychological experiment. I call it something else. Children may allow themselves to be experimented upon, knowing that such an experiment is being made, but business men never. They may be amused, or the antagonism inherent in many may come to surface. In either event, it is fatal to effective suggestion. Suggestions, to be of use, must be made or given in such a way as to remain unrecognized as suggestions. They must pass without label as part of the regular selling talk.

At the time the mailing card of which I have just made mention came to hand I was editor of an advertising journal. Wishing to verify my conclusions as already mentioned, I experimented along the lines of the mailing card and must report a complete failure. Perhaps you will find this statement of actual results more interesting than any mere say-so. Perhaps you will also be interested to know that the advertiser in question has returned to the "safe and sane."

Let us now consider the "how" of suggestion. What is it? How given? When? To answer these questions would require volumes. Some useful hints will, however, be found in the following lines: First of all, in the use of suggestion, it is a case of the rapier, not the club, the velvet glove, not the bludgeon. Like every thing else, it requires practice and keen discrimination to become perfect—and adept in its use. But this perfection can be acquired, and when acquired becomes a powerful weapon.

One thing must be borne in mind: a suggestion given to a person whose confidence you have won will be worth a great many times as much as one given to a person whose confidence has not yet been won. Therefore, win a person's confidence before trying to give him a direct suggestion. Some experts on suggestion say this is unnecessary, but my own experience is that no form of suggestion will prove effective to an appreciable extent until such time as the prospect begins to place confidence in the suggester.

For instance, a salesman friend of mine can

step into every paint store on his route and say, "Better buy lead to-day," and all will buy. These dealers trust this salesman both as to honesty and judgment. This is a suggestion in a form so common that many salesmen scoff. They say, "That's nothing but plain English." Plain English it is, with nothing mysterious about it—but—can you do it?

The next class of direct suggestion includes all suggestions made by salesmen not yet personally known to the prospect, or at best not very well. Suggestions, under such circumstances, to be effective, must be well supported by personality. That is, by a clean mind in a clean body. In other words, the salesman must have a personality that will quickly win the confidence of the prospect—otherwise his suggestion will be about as effective as seed cast upon frozen ground; some may sprout, but not while the salesman is around to take orders.

The third class of suggestions is best used in the form of questions—questions tending toward raising doubt or fear in the prospect that he may lose a good thing, or subject himself to loss if he does not purchase. Opportunity should always be given to allow such suggestions to sink in. A pause and a questioning look will, in themselves, act as strong suggestions in support—and will do much to help carry the point.

A Persian proverb reads, "One pound of learning requires ten pounds of common sense to apply it." Therefore, gently feel your way until you know how. Remember—the rapier—not the club.

## BUSINESS.

It is the pulse of Progress, and its beat  
Records the nation's movement down the years.  
It is the bearer of our hopes and fears,  
And, to its steady rhythm, countless feet  
Keep step forever. It is music sweet  
To them that love it. To the pioneers  
It is a beacon. Singers and the seers  
Find inspiration in its busy street.  
It throbs—and laden ships unfold their wings,  
To rest their pinions, in a foreign clime.  
It throbs—and 'round the earth the lightning  
springs  
To link a world in brotherhood sublime.  
It is the thing that moves all moving things,  
The mighty force that keeps in time with  
Time. —System.

## NEVER TOO LATE TO LEARN.

Cato, at eighty years of age, began to study the Greek language.  
Socrates, at an extreme old age, learned to play on musical instruments.  
Plutarch, when between seventy and eighty years of age began to learn Latin.  
Rameau was beyond fifty when he wrote his first opera, and made a great success.  
Dr. Johnson applied himself to the Dutch language but a few years before his death.  
Ludovico Mondalesco, at the great age of one hundred and fifteen, wrote the Memoirs of his own times.  
Ogilby, the translator of Homer and Virgil, was unacquainted with Greek or Latin until he was past fifty.  
Benjamin Franklin did not begin his philosophical studies until he was fifty.  
Dryden, in his sixty-eighth year, commenced the translation of Æneid, his most pleasing production.  
Clearly there is no limit to the age when a man may achieve success in business or in letters.

We may live without poetry, music and art; we may live without conscience and live without heart; we may live without friends, we may live without fads; but business to-day cannot live without ads.

A genius is a man who would rather acquire fame than make a living.

## MR. DEALER!

When you add musical instruments to your stock you use excellent judgment as no line fits in more appropriately with talking machines.

## NOW

let us give you a little pointer that many dealers have learned in the hard school of experience,

## THAT IS HARMONY INSTRUMENTS

are the quality goods and consequently the line that holds the trade.

### MANDOLINS, GUITARS, DRUMS

And all styles Wood Violin Cases.

Send for Catalogue.

THE HARMONY COMPANY, 947 N. Lawndale Avenue, CHICAGO



## J. C. PHELPS ON ADVERTISING.

Special Forms of Publicity—Advertising the Lubricant of the Wheels of Business and Necessary to the Success of Every Firm—How to Prepare Copy That Will Pull.

At the recent meeting of the Advertising League of Dallas, Tex., held at the Oriental Hotel, J. C. Phelps, manager of the Jesse French Piano & Organ Co., one of the great retail music trade institutions of the South, with branches in half a dozen cities, was the principal speaker. As his remarks on advertising are the well thought out ideas of a practical man, and not of a theorist, we take pleasure in reproducing them in these columns for the benefit of our readers. Mr. Phelps' address was as follows:

"Under the head of special advertising may be embraced any special article of merchandise or commodity, such as typewriters, phonographs, shoes, pianos, insurance, etc. In this, as in other lines, the same general principles prevail—sincerity and consistency being among the first requirements, if permanent success is to be achieved.

"To give more than a brief outline of any system of advertising in the short time allotted on these occasions would be neither possible nor desirable. We meet here for an interchange of ideas, where mutual benefit may result, and if anything I can say on the topic assigned to suggest a thought or idea, which, when developed, will be of benefit to the advertising plans of another, I count that I will have acquitted myself very well.

"It has been said that it is sales that turn the wheels of business, and it may also be stated as eminently true that it is advertising that lubricates the bearings and makes those wheels easy to turn.

"No concern can succeed in this day without an advertising system of some kind. In fact, the terms 'successful business man' and 'good advertiser' are practically synonymous. This is

true, whether the work be done personally, through an expert, manager or agency, and the more the head of the business knows of the principles of advertising the better will he be enabled to determine plans, or to choose his lieutenants, experts or agency for the handling of that highly important branch. The force of this fact is at once apparent when we consider that perhaps no department of the business requires really better judgment or finer discrimination. The field is one of invention, and, as such, invites the deepest research and thought. The rewards are commensurate therewith.

"Whatever the line, advertising should be given the force of individuality, character and originality, in the outset, a policy and system should be mapped out consistent with the business represented, and this policy persistently and steadily followed out by such plans and means as judgment and experience deem expedient. Persistence—constantly hammering away at the proposition, until impressions are driven deeper, and finally made indelible, is one of the most important requisites.

"The time to advertise is all the time, though some seasons are more propitious than others. The line may be advantageously increased and elaborated or diminished, according to the opportunities of the season, from time to time.

A high-class line of advertising is the most effective and, in the end, the most economical. The best in the way of mediums, illustrations and talent is, from one standpoint, expensive, because it represents brain power; yet, that is the one commodity which always pays the best returns.

"In the line of advertising with which I am most familiar, reputation and standing are the most important features, for it is on that that the success of the article is largely based. The method, therefore, must be adapted to a very considerable extent to the best and most forcible establishment of its merits, and toward creating a sentiment in its favor, in preference to some other articles of like nature. I find the best re-

sults obtained from devoting a line of advertising to one particular make or style at a time, and by a consecutive and consistent campaign build up interest and desire in that particular article; in other words, by concentrating until it becomes sufficiently well known to make a less active campaign essential.

"In the matter of copy, too, much stress cannot be placed on appropriate illustrations, in my humble opinion. Especially is this true where the medium is an expensive one, and a given amount of space must be utilized to the best possible advantage. The psychological effect of a well-executed drawing or illustration in an advertisement is wonderful, and many a time impresses on the mind a dry fact or detail that otherwise might be lost to oblivion. The successful illustration, however, must be appropriate. There must be proper harmony of the words and illustration. They should picture some clever adaptation of the article in actual and practical use. In other words, should tell a story in themselves. A cut of the article, as a rule, is a very poor and stereotyped form; e. g. all automobiles look alike to the layman. However, a well-executed drawing, illustrating an automobile in service, brings a man cooped up in the city to a contemplation of a delightful outing. His fancy can almost see the beautiful landscapes, and cause him to feel the exhilaration of the open air; the delight of gliding along with the speed of the wind in pleasing company. His mind is made right for a car, and, incidentally, a strong sentiment is created in favor of the particular make, though he may have no other knowledge of its merits.

"To be effective, both copy and illustration should be changed constantly. I regard no advertisement, however forceful, or expensive, really good enough to repeat. It comes to be like a twice-told story, and, if the space is worth having, it is worth the expense and trouble of getting up fresh, crisp and interesting copy. Plenty of time should be given to the compositor and artist so that opportunity may be had for

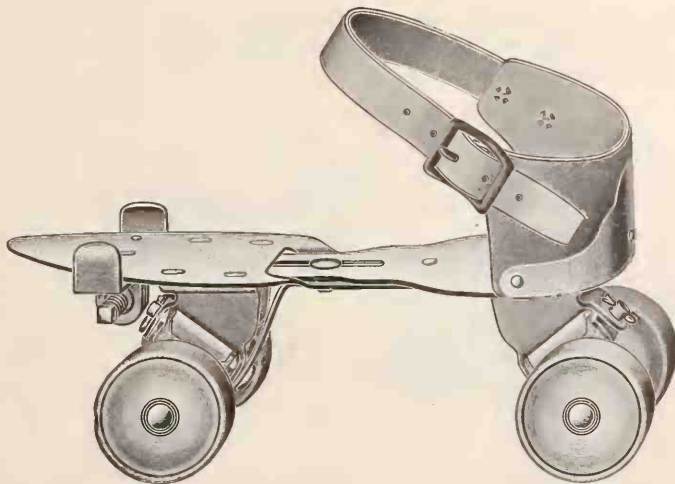
# ROLLER SKATES

MADE IN TORRINGTON, CONN.

USED EVERYWHERE

THE  
Best Side Line  
FOR THE  
Spring Season

Write us for Catalogue and  
full information



Get Your Stock  
of  
ROLLER  
SKATES  
Ready for  
SPRING TRADE

Union Hardware Co.,

Torrington, Conn.,  
U. S. A.

correction of proof, if the best effect is to be realized. The work is created, and, as such, requires reasonable time for proper results.

"Brevity has been hinted at as a valuable point, on the theory that a single, forceful statement, that is read by 100 people, is better than a lengthy one that is read by less than one-tenth as many, and digested by fewer still. Generally publicity brings the inquiry, and the other may be left to catalogues and literature of the follow-up system. We have noted that some of the best salesmen are not those who talk the most. They seem to lead the customer's mind and give them a chance to talk. Often more is gained by way of indirection than could be accomplished by direction; so, in advertising, we may give a suggestion that will be food for thought, and the more the public can be induced to think in our line the better.

"In the way of mediums, the first in order is naturally the daily papers, because they cover the general field; but there are many good ones, including technical, farm and religious publications. The method best adapted depends very much on the line of business itself, and the patronage to be reached.

"Scarcely second in importance to the general medium; in fact, more so, as far as specialty line is concerned, in some respects, is the following system, because this goes direct to the mark, and deals with the actual prospective buyer. It comprehends a broad field, and would constitute a lengthy subject in itself alone. The opportunities for advantageous use of well adapted novelties, post cards, folders, circulars, booklets and form letters are practically endless. The use of them is more or less familiar to the average business man of to-day. It may, however, be suggested here that the whole plan should be made as personal as possible, and neither pains nor expense spared to bring literature, circulars and stationery up to the highest standard of quality and printing, materials, etc. In other words, make the quality of the matter used create an indirect impression in favor of your business.

"In conclusion, I will say that, while advertising is a magical force, it is not, in the general acceptance of the term, all. We must not expect everything of it. Its most logical office is one of publicity; to make known what we can do, or have for sale; what it will do, and how much better it is, or can do the work, than some other article, or commodity of like nature; to create a sentiment in favor of our wares, so that when the buyer is ready he will think of our goods and of our house. The work does not end there; it must be backed up by the work of good sales

organizations, and otherwise, or much of the results of advertising is lost. Every member of a business organization ought to be indirectly a part of the general advertising scheme, and should appreciate his responsibility in that direction."

#### CAN'T GET ALL THE TRADE.

"What's the use of worrying yourself into nervous prostration over the trade that will buy some of their goods away from home?" observed a dealer from a medium-sized city the other day. "I have passed the stage where the sight of new goods bought in another city excites my angry passions. I take it as one of the inevitable factors in retailing that a certain number of people in every city are going to buy some of their goods in some other town or city."

This retailer was a philosopher. He explained that the trade which went to the larger trading place was more than off-set by the trade he got from the town just a little smaller than his own. The customers who came to his store in A., from the town of B., bought just as much merchandise as the people who went from A. to buy goods in C. And they were much easier and more profitable customers than those he lost to his rivals in C.

This merchant argued that it is a mistake to make too great an effort to sell all the trade in town. Of course, he does not let trade go to another town without making a reasonable effort to keep some of it at home. But to carry the lines of goods necessary to please the chronic out-of-town shopper is, in his opinion, too much of a risk for the profit there is in it. Moreover, he has come to the conclusion that it is not merely buying goods that takes the shopper to another city, but a curious mixture of pride which finds its medicine in the click of car wheels.

To keep this out-of-town trade down to a minimum is what the merchant endeavors to do. To keep it all at home is an impossible task, and one, even if it could be done, that would not be worth the price.

Thousands of professional men, without any special ability, have succeeded in making fortunes by means of a courteous manner. Many a physician owes his reputation and success to the recommendation of his friends and patients, who remember his kindness, gentleness, consideration, and, above all, his politeness. This has been the experience of hundreds of successful lawyers, clergymen, merchants, tradesmen and men of every class and every walk in life. Manner makes the man.

#### INCORPORATIONS OF THE MONTH.

Four moving picture concerns were incorporated under the laws of the State of Maine during the month, namely, the Dressler Graphoview Corporation, with a capital of \$1,200,000; The International Projecting & Producing Co., with a capital of \$5,000; the McKinney Patent Co., with a capital of \$5,000, and the Universal Film & Projecting Co., with a capital of \$200,000. C. E. Eaton is president in each case, T. L. Croteau treasurer, and J. E. Manter clerk. The firms are all located in Portland.

The O'Neill-Thompson Manufacturing Co., of New York, has been incorporated under the laws of the State of New York to manufacture and deal in post cards, novelties, mailing devices, advertising devices, etc., with a capital of \$10,000. Incorporators: William J. O'Neill, 41 Milford street; Thomas J. Thompson, 78 West 48th street; David Leary, 520 West 175th street, all of New York.

The Boston Specialty Co. has been incorporated under the laws of the State of Massachusetts with a capital of \$10,000. The president of the concern is Geo. H. Tuttle, and the treasurer and clerk is Jos. D. Pearson, both of 172 Tremont street, Boston.

The Improved Film Supply Co., of New York, was incorporated recently under the laws of the State of New York with a capital of \$10,000 and to operate same. Incorporators: Samuel Marcussen, 197 Stanton street; Morris D. Bohrer, 2 Avenue D; Leon Marcussen, 197 Stanton street, all of New York.

Among the new incorporations in the State of New Jersey is the Philadelphia Projecting Co., of Camden, incorporated to manufacture films and cameras, with a capital of \$125,000. Incorporators: Vernon R. Carrick, Harry Bennett, John P. Reiff and William A. Johnson.

The Huguenot Manufacturing Co., of New Rochelle, N. Y., has been incorporated with a capital of \$1,000 under the laws of the State of New York to manufacture patented articles and novelties. Incorporators: Henry Schnitzspahn, Frederick F. Whitehead and A. H. Meyer, all of New Rochelle.

The Lucky Spud Co., of Boston, has been incorporated under the laws of the State of Massachusetts to deal in novelties of all kinds with a capital of \$20,000. Louis A. Gieger, of 47 Hanover street, Boston, is president of the concern.

The Bamberg Magic & Novelty Co., of New York, has been incorporated under the laws of the State of New York to manufacture and deal in books, notions, articles of magic and legerdemain, with a capital of \$1,000. Incorporators: Theodore Bamberg, 323 West 15th street; Joseph A. Klein and Otto Jordan, 144 West 37th street, all of New York.

Among the new incorporations in the State of New York is the Swift Premium Co., of New York City, organized with a capital of \$1,000 to manufacture novelties and premium goods. C. P. Bowman, A. J. Bowman and H. P. Masby are the incorporators.

The Tiffany Safety Razor Co., of Edgewater, N. J., has been incorporated under the laws of the State of New Jersey to manufacture safety razors, with a capital of \$100,000. Incorporators: H. M. Browne, E. J. Forhan, Ralph Meyer, 154 Nassau street, New York.

Joseph Bergman, of New York City, has been incorporated under the laws of the State of New York to manufacture post cards and novelties, with a capital of \$5,000. Incorporators: Joseph Bergman, Behr Bergman, 1431 Fifth avenue; Frederick Vos, 587 Tenth avenue, all of New York.

## POST CARD VIEWS

OF YOUR OWN CITY MADE TO ORDER

**\$5.00**

FOR

**1000**

IN TWO COLORS



**\$7.20**

FOR

**1000**

In Hand Color  
Send for Samples

By our new photographic process. Made from any fair photo. Delivered in two or three weeks. Our hand-colored cards are the best made in America

VALENTINE, EASTER, FLORAL, COMICS, ETC.

MAKER TO DEALER

**NATIONAL COLORTYPE CO.** Department 9 **CINCINNATI, OHIO**



**THIS MARVELOUS AGE.**

**Evidently We Will Soon be Able to do Without the Telegraph, Stamps and Letter Carriers—How Electricity is Playing a Star Part in Modern Progress—Sending Drawings or Photographs by Wire—What Will It be Fifty Years from Now?**

It begins to look as if we shall soon be able to do without the telegraph, postage stamps, mail boxes and letter carriers.

Imagine how convenient it will be to sit down at the telephone desk in your office or home, call up somebody you want to communicate with and then proceed to write that person a letter which he or she will be able to read in duplicate just as quickly as you can write the words down. And if that particular person does not happen to be in when you call he will find your letter waiting on his telephone desk for him when he returns, no matter how many miles away you were when you wrote it only a few moments before.

More wonderful still, and this by way of example, the police of New York may be asked by the Chicago police to send them the photograph of a murder suspect. The photograph is inserted in a machine somewhat similar in size and shape to a phonograph, there is a buzzing of wheels, the photograph revolves rapidly on a cylinder and in five minutes or less after Chicago asked for the photograph a letter from Chicago is received by the New York department of police reading as follows:

"Photograph received. Excellent picture of man arrested here. Many thanks for your prompt attention."

Three weeks elapsed between the recent earthquake in Southern Italy and the publication of the first photographs of the disaster in the New York newspapers. It may be possible before long to take a photograph in Italy or Australia one day and publish it in New York the next.

These are only a few of the wonderful new things that are being done or may soon be done

by wire. Later on they may all be done by wireless, but science and the inventor have not yet advanced quite that far.

Sending photographs by wire is not new. In a crude way this was accomplished several years ago, but recently an apparatus has been completed by means of which it is possible to telegraph a photograph or any kind of a picture.

To telegraph a picture may seem very easy once the process is understood, but to use the telephone as a letter writer and artist for the instantaneous reproduction miles away of your handwriting and sketches seems far more complex.

The telewriter does all this, however, and more, too, for if you wait a few moments at the telephone after sending a letter over the wire you may receive an answer in the handwriting of your correspondent. Writing and sketches made with the pencil of the transmitting instrument are promptly recorded in fac-simile by the pen of the receiving instrument. The complete instrument consists of the transmitter and receiver associated together, so that messages may be sent to or received from either end of the line, and the instruments are connected to the ordinary telephone line without interference with or alteration to the telephone service.

The operation of the telewriter is a very simple matter. The sender simply calls up on the telephone the person to whom he wants to write and then writes his communication in pencil on a roll of paper attached to the transmitter. The machine does all the rest by transmitting over the telephone wire and reproducing at the other end everything the sender puts down on the paper. The movements of the transmitting pencil and the receiving pen being limited in extent, it is necessary that the paper shall be fed over a limited writing space. This is done mechanically at the transmitter and electrically at the receiver. The transmitter has a finger lever connected at its inner end by a rod to a paper shifter. When the lever is moved to and fro between its stops the paper shifter rocks

backward and forward and feeds paper over the writing plate at each movement. The pen is dipped in ink automatically at each movement of the paper so that there is little danger of the pen running dry. The receiving pen when not in use is held in the ink well.

In the Korn system of photographic telegraphy the receiving and transmitting stations can be placed any distance apart. Distance is no object, provided, of course, that the stations are connected by wire, and that the electrical sending current is strong enough for transmission purposes. A film containing a portrait to be sent over the wire is mounted on the cylinder of the transmitting apparatus. A pencil of light from a Nernst lamp is focussed through the film on to a prism within the cylinder and retracted to a selenium plate below. The cylinder is slowly revolved, and the light playing on the selenium plate varies in intensity, according to the transparency or opacity of the intercepting portrait on the film. These fluctuations, by varying the conductivity of the selenium plate, according to the well known principle, produce corresponding fluctuations or pulsations in a current going through the plate. This current is flashed over the wire to the receiving station, where it passes through a Giessler tube and produces corresponding fluctuations in a beam of light intercepted by the tube.

The fluctuating beam is focussed on a sensitive photographic film, mounted on a cylinder which revolves at the same speed as the one at the transmitting station. In this way, as the picture at the transmitting station passes through successive points on the transmitting film, the light value of these prints is faithfully reproduced in reverse or negative at the receiving station.

Mr. H. Cartoonelle, a Belgian engineer, has also completed an apparatus which allows drawings or photographs to be transmitted to a distance by telephone wire in an extremely short period of time.

Both Prof. Korn and Mr. Cartoonelle have en-

# A SIDE LINE

which may soon become

# YOUR MAIN LINE

We can refer to quite a number of talking machine dealers who have taken on our line of

## PIANOS and PLAYER PIANOS

and feel well pleased with the results achieved! Suppose you consider this proposition!

We control the output of two large factories furnishing a complete line of pianos and player pianos of unexcelled merits!

Let us hear from you.

**WINTER & CO.**

Manufacturers

220 Southern Boulevard (cor. E. 137th St.)

NEW YORK CITY

countered considerable difficulty thus far in reproducing photographs transmitted over a telephone wire with sufficient distinctness to insure the most satisfactory results. This problem, however, appears to have been solved by a Frenchman, M. Edward Belin, who recently made some very interesting experiments with his wireless photography apparatus in the laboratory of the Societe Francais de Photographie. The transmitting apparatus of this ingenious inventor is wholly mechanical in all its details. A carbon print of the photograph to be telegraphed is placed on a revolving cylinder, while a stylus traveling over this print imparts to the line conductor, by means of a lever, current differences corresponding with the differences of relief through a rheostat.

In transmitting, the picture is rolled on a horizontal cylinder of metal. The picture consists of a carbon print made on rather thick paper, and presenting a relief proportional to the intensity of the colors of the picture. This difference of level, almost unnoticeable to the touch, is, however, sufficient for a point in guiding over the cylinder to respond to the differences and to transmit them in movements of a corresponding amplitude. In receiving, the apparatus follows the same general principles as that of the Korn apparatus.

**THE MAYER REFLECTOGRAPH**

Constitutes a Side Line of Merit for Talking Machine Men.

One of the biggest sellers of the year in mechanical contrivances is the Mayer Reflectograph. This remarkable machine projects souvenir post cards, photographs, etc., in all the original colors on a sheet or wall in similar manner to the stereopticon, with the great advantage that one has an inexhaustible supply of subjects at hand and is not restricted to the stilted cut and dried glass slides. No one who has not seen one of these machines can begin to appreciate the immense amount of pleasure to be derived from their use. In nearly every home will be found a more or less complete collection of post cards and magazines profusely illustrated, which offer numberless other attractive pictures. These, even in their natural size, are beautiful, but when thrown on the screen and greatly enlarged by the machine, with all the details brought out by the powerful light, they (even the commonest) become wonderful

scintillating works of art. No dealer who handles post cards can afford to be without a good stock on hand, for not only will he find a ready sale for them, but every one sold will act as a most energetic salesman, as it will arouse enthusiasm among his customers, who will be much larger purchasers of cards from that time on. The Reflectograph, which is made and sold by Chas. W. Mayer, of Rochester, N. Y., is a side line that is well worthy the consideration of talking machine men.

**SOME EFFECTIVE PUBLICITY.**

How an Enterprising Dealer Worked Safety Razor Pointers in a "Dry" State.

In one of the States which recently went "dry" there is an enterprising dealer who understands not only the value of advertising, but of doing it at the right time. In a large advertisement 6½ inches wide and 13 inches deep this dealer announced just previous to the "dry" law taking effect, in bold black letters:

**DOWN WITH WHISKERS!**

On January 1st commence the new year with this resolution:

"Starting to-day I will save anywhere from \$10 to \$20 per year by shaving myself."

Now at first you might think I am speaking in a very optimistic vein—but let's figure some.

Suppose we say you get only 3 shaves per week at 10c. each, in the course of a year it amounts to \$15.60. Had you ever figured that up? Four shaves per week amount to \$20.80 per year.

**NOW, ON THE OTHER HAND:**

- 1 Safety Razor.....\$5.00
- 1 Good Brush......50
- Soap......50
- Powder......25

**\$6.25**

Now compare the two, and add to this the satisfaction in knowing you have had a clean shave, that the brush and the razor you use has been on no one's face but yours.

We are now showing the finest assortment of razors of all kinds we have ever had. Drop in.

Needless to say the advertisement helped to increase the sale of safety razors immensely

It was much talked about, and in this way was helpful all round.

**A GREAT POST CARD DEPARTMENT.**

That of the American News Co. in New York—Wonderful Extent of the Stock Carried—Post Cards to Order—Some of the Latest Styles.

One has but to visit the post card department of the American News Co., under the management of Wm. G. Frazer to realize the tremendous facilities of this concern for meeting the needs of the dealer in that line. Besides handling most of the leading lines of holiday, birthday and cards for special occasions, on the racks will be found views from all the larger cities



of this country and Europe, as well as from some of the smaller places of interest. In addition to their regular stock the American News Co. are prepared to make high-class cards to order bearing such local views or special subjects as the dealer desires, and guarantee satisfactory work, prompt delivery and moderate prices. (See announcement in this issue). This feature is one to be appreciated by the dealer who desires to build up a strong local patronage. Herewith is illustrated one of the latest Easter cards offered to the trade by the American News Co.

**A NEW POST CARD PACKAGE.**

A new post card package has been adopted by Curt Teich & Co., Inc., of Chicago, Ill., which they assert will prevent many of the complaints about imperfect, badly assorted and damaged cards. It is their intention when sending out each series of assorted view or colored post cards to in future seal each with a band lithographed in three colors and gold with the emblem of the house. This gold band will bear a certificate, showing the packer and inspector, and in this way the purchaser will have direct recourse to the maker. In addition to this being a protection to the purchaser, it will, in a large measure, preserve the colored cards from smoke, dust and indiscriminate exposure to sunlight. The inspection certificate also insures the register of the colors on the cards sent—a matter which has been previously overlooked.

No advertisement writer can do intelligent work without the intelligent co-operation of his client. With this co-operation he can work for anybody, and place, and touch on local conditions just as well, or perhaps a little better, than the man who is on the ground.

Advertising is simply the introduction. It's up to the advertiser to make the following conversation interesting and profitable.

60 YEARS' EXPERIENCE

**PATENTS**

TRADE MARKS  
DESIGNS  
COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

**Scientific American.**

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.

**MUNN & Co.** 361 Broadway, New York  
Branch Office, 626 F St., Washington, D. C.

**The VIASCOPE SPECIAL  
NOW READY**

After years of study we have perfected a moving picture machine void of all vibration and absolutely flickerless. All working parts of mechanism encased in a highly polished nickel-plated steel case. Its construction is so simple that it can withstand the hardest usage without getting out of order.

Write for Catalogue.

**VIASCOPE MFG. CO. - CHICAGO**  
Department A, 112 East Randolph Street



**IF YOU ARE INTERESTED  
IN  
ELECTRIC-PLAYERS**

Write us for Latest List of Up-to-date and Popular Selections in

**PERFORATED-PAPER MUSIC ROLLS**

**THE PIANOVA CO., 117-125 Cypress Ave., N. Y.**

Largest Mfrs. ELECTRIC PLAYERS and MUSIC ROLLS



# A PATHWAY OF DOLLARS

If a man should say to you that he could put you on a pathway lined with dollars, you would be interested, would you not?

Well, that is precisely what we can do, when we suggest to you the agency of the Cable-Nelson Piano.

No matter where you are located you will at once see how these splendid instruments may work into your business life with success and profit.

We have put many a dealer on the right road and we can put you there.



\$

\$

\$

\$

\$

\$



It is a pleasant road to travel, and your experiences with our products will be delightful.

There are quite a number of things which we would like to discuss with you in this connection, and the best way is to write to us for particulars.

We shall be glad to mail you a catalog free for the asking.

Don't overlook this suggestion, because the longer you delay the farther you are putting away money-making opportunities.

Take the dollar road.

## Cable-Nelson Piano Co.

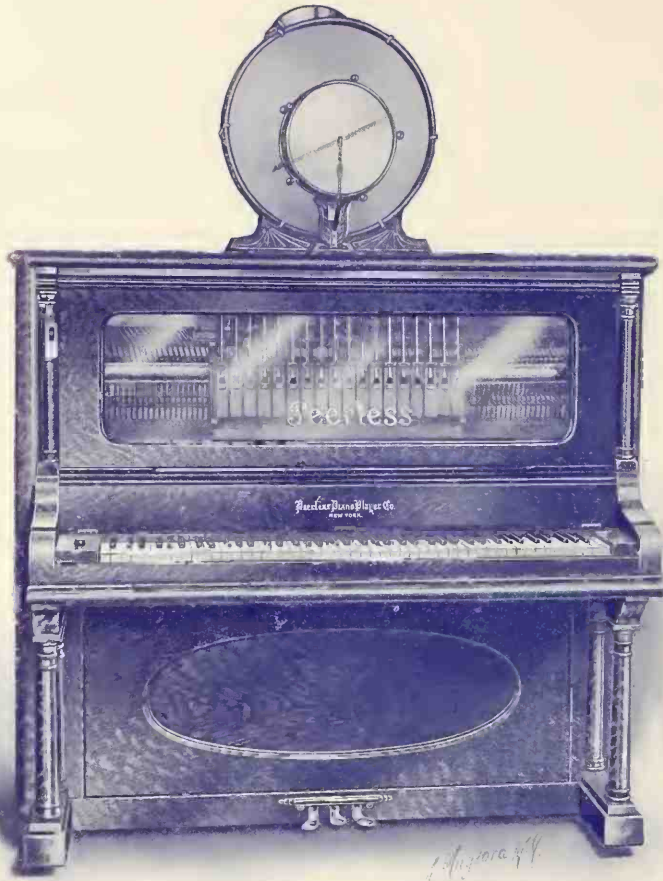
General Offices


Republic Building, CHICAGO, ILL.


# The Peerless

In Another Style Known as

## D-X



 This Style of Instrument is especially adapted for use in Dancing Schools, Moving Picture Theaters, Summer Pavilions, or any place where good, loud music is desired.

 Equipped with **Xylophone**, Genuine Turkish Cymbals, Bass and Snare Drums, of the best make. (Drums can be adjusted to play loud or soft.)

*Write for Terms and Territory*

## Peerless Piano Player Co.

(F. ENGELHARDT & SONS, Prop's)

Windsor Arcade, Fifth Avenue  
NEW YORK



Factories,  
ST. JOHNSVILLE, N. Y.



# The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, March 15, 1909

## ROAD BUILDING TO MUSIC.

How Major Kennon Got Work Out of Filipinos and Won a Bet.

Major L. W. V. Kennon, now commanding a battalion of the Tenth Infantry at Fort Benjamin Harrison, in building the famous Benguet road through the mountains of northern Luzon, Philippine Islands, accomplished a feat called humanly impossible. It took music, money and a mongrel army of 4,000 men to do it, but Benguet road stands to-day one of the remarkable highways of the world.

Major Kennon's army of 4,000 road builders rested only on Sunday. For ten hours of each day they forged ahead. On Sunday they rested in their quarters, houses built of poles and grass. They amused themselves with dances, cards and games that appealed to the different nationalities. Major Kennon introduced music as one of the attractions along his lonely highway. He is known for his resourcefulness and he does not deny that he used music to get better work out of the pleasure loving Filipinos and other Orientals. They did not like to work, and when they did it was with slow, sluggish movement.

One day Major Kennon decided to try music as an impetus to zeal. He purchased some expensive talking machines, with records of the music of all nations, including many Philipino gems, and ordered those in charge to move quietly and secretly to a place where several hundred Filipinos were engaged in drilling holes in the canon walls. They stole up behind the slow going drillers and suddenly struck up a favorite Oriental air. Instantly the Filipinos caught the spirit of the music and began to beat their drills against the rock in rhythm.

The result was more than a surprise to the resourceful Kennon. He kept the "talkers" busy after that. They followed the Filipinos along the way and played wherever they worked. From laborers worth about 10 cents a day he developed them into musical machines that worked to drum beats. Major Kennon insists that the talking machines saved the Philippine Government thousands of dollars.

A bet had been made between Major Kennon and his foreman on one side and the members of the Philippine Commission on the other side that the road would not be open by January 31, 1905. The story of the bet was borne from tongue to tongue along the road. Major Kennon promised each man a cigar if they won the bet. The effect was good. The army of 4,000 bent to their work, there being a man to every seven feet of the road on the last lap into Bagulo. On January 29, two days before the expiration of the wager, Major Kennon rode into Bagulo in a carriage. He was received there as a prince returned. There was a great celebration and all the men in the Kennon army smoked a good cigar marked "The Kennon Special," each with a label bearing the major's picture.

A man is one whose body has been trained to be the ready servant of his mind; whose passions are trained to be the servants of his will; who enjoys the beautiful, loves truth, hates wrong, loves to do good and respects others as himself.

## C. B. HAYNES & CO.'S HEADQUARTERS

In Richmond, Va., Afford Pleasing Proof of the Progress Made by Mr. Haynes Since His Settling in That Section.

(Special to The Talking Machine World.)

Richmond, Va., March 6, 1909.

A talk with C. B. Haynes is always beneficial to one who has any misgivings as to the future of the talking machine trade.

When Mr. Haynes opened up in this city he had a splendid knowledge of the requirements of the trade throughout this section, and he had



C. B. HAYNES & CO.'S NEW BUILDING.

confidence as well in the future of the phonograph business.

Look at what he has accomplished!

The building illustrated herewith is the property of C. B. Haynes & Co., and lately purchased by them. The five stories and basement will be entirely devoted to the talking machine trade.

It is equipped with all modern conveniences, and this splendid structure will be devoted exclusively to the wholesale trade of Edison phonographs, records and supplies.

Chatting with The World, Mr. Haynes says: "Our business for February exceeded any previous month since we have been established, both in machines and records. The Amberol records are a grand success and we are now selling as many of them as we did of the two-minute records.

"I can state right now, as soon as we are located in our new building we will be equipped to handle the Edison business equal to any jobber in the United States, and I do not know of one who has the building we have devoted exclusively to phonographs. Our facilities for filling orders are second to none."

## THE TALKING MACHINE IN SCHOOLS.

Children Are Now Being Entertained With All the Great Compositions in Some Public Schools in This City.

Uptown school children are getting their first lessons in grand opera by means of a talking machine. Mrs. W. E. Wilkinson told the West End Woman's Republican Club about it last week in a talk about the Parents' Association of Public school 10, 117th street and St. Nicholas avenue, the first association of the kind to be started in this city. The association does many practical things for the children of the school, but the talking machine is a line of work which is considered one of the best.

One of the teachers conceived the idea, as many of the children of the school were particularly fond of music and never able to hear and of the best. So the talking machine was purchased, and now grand opera is administered to the children in five-minute doses at their morning gatherings in the bis assembly hall, to their great delight. The machine will start up a melodious tenor solo to which the children will listen with close attention, and as the last note dies away the principal will say:

"Children, that is the voice of Caruso, the greatest Italian tenor of his day. People will travel miles and pay large sums of money to hear him sing."

The Italian children are delighted at this, but no more so than are the little Polish children of the school when the golden-voiced Sembrich's vocal jewels are cast before them and the principal continues:

"And this is Mme. Sembrich, the wonderful Polish soprano, who is the heyday of her success, with a record of twenty-five years in grand opera, has left it, and the thousands of people who have listened to her are disconsolate."

Then the eyes of the little German children shine as a deep, rich voice sings a Wagnerian air and the principal goes on:

"And this, children, is Mme. Schumann-Heink, the famous German contralto, who with many little children like you has still given the world much beautiful music."

The result of the talking machine is said to be excellent, and the children of No. 10 are being weaned away from moving picture evils to all good music.

## THE NEW "PHONO-EDUCATOR."

On January 11 M. Carpenter showed before the Paris Academy of Sciences, Dr. de Pezzer's new "phono-educator," an apparatus which gives a graphic representation of a phonographic vocal record, and permits of a plain analysis of defects in singing, pronunciation of foreign languages, or in articulation.



## BAD ACTING AND MR. EDISON.

Attempt to Saddle Blame Upon the Inventor—  
Decline of the Art of Impersonation Laid at  
Door of Electric Lighting—The Theory Dis-  
proved and the Inventor Is Acquitted and  
Discharged.

Is Thomas A. Edison to blame for a very considerable deal of the bad acting now visible upon the stage in this country? Of course the inventor did not deliberately set about the work of filling the theater with incompetent players. In fact, there is every reason to believe that he hadn't the faintest gleam of what he was doing in this direction at the time he did it, for one must believe him to be sufficiently humane to have been anxious to sacrifice even the very greatest of all his inventions if by that sacrifice he could dam the flood of inefficient actors which now one can only damn.

But why saddle it off on Mr. Edison, even if he is to blame? Well, the one sufficient answer to that inquiry is that these are the days for blaming things off on somebody else, so why should Mr. Edison escape? That there is a very lamentable number of incompetent players habitually put forward in a prominent manner nobody who frequents the theater will dispute. Even those who go to the playhouse with no other purpose than an evening's entertainment and with no thought of analyzing either acting or play must recall very frequently experiencing at sight of the doings of many players that sensation of embarrassment which every generous person feels at the sight of a fellow human being making himself solemnly absurd by trying to do something pitifully beyond his ability; and the circumstance that the maximum of self-confidence is often closely wedded to the minimum of skill makes the spectacle little less painful.

To get back to Mr. Edison and his grievous responsibility. There is at present among producing managers a rage for what they call "types." By a "type" is meant some character which by certain class peculiarities, real or fictitious, stands out as a visible, audible representative of its category. Such "types" have not been uncommon on the stage heretofore, but of late managers have taken to laying violent hands upon a "type," dragging it from its proper associate place in the general stage picture, leading it to the footlights in the glare of the hallowed spotlight and making everything within sight or sound, background for this baser relief. Such a character is seen in "The Man From Home," in "The Chorus Lady" and in "The Traveling Salesman."

Actors to play such parts are chosen not as a rule for their ability in impersonation but because they look like a certain type, and naturally have the mannerisms of that type. From the chief types to the lesser types is a short step. Consequently actors of smaller parts are chosen as a general thing for the same reasons. If the manuscript of a play calls for a man with gray hair, the manager who casts the play is almost sure to choose a man whose locks are actually gray, while a better actor whose hair is black might seek the part in vain. If the manuscript calls for a "hobo," the manager will come as near getting a real hobo as the list of applicants for the part allows him.

If you ask him his reasons for doing this—ask him why he makes so little allowance for the possession by actors of skill in impersonation—he will tell you that the lighting of the stage does not permit of such successful illusions in make up as it did in the old days. Now do you begin to see where Edison comes in? He will tell you that the mellow light of the old time gas lamps was a great help to the actor who was trying to look like something very different from himself. He will tell you, on the other hand, that the fierce uncompromising glare of the modern electric light shows crayon lines to be crayon lines and not the marks of age or sickness or dissipation.

It is the rarest of things to see in these days an actor wearing a wig, except in romantic costume plays. Electric lighting is responsible

for this too. Most actors who have to play for any length of time, say a part of Colonial date, grow their hair as long as they can and eke out the ends with false hair. Women's wigs more successfully defy electricity, but it isn't often that a manager will allow any but an actress of star calibre to wear a wig. The fierce light that beats upon the stage has much to answer for—and for that fierce light who so responsible as Thomas A. Edison?

The theory here expounded, at all events, is the theory upon which managers lay the responsibility for the type play type policy; and yet it was not very long ago, years after electricity came to search out the dark corners of the actor's face, that a famous Dutch player, Henri de Vries, came to America and in a single play impersonated a well-nigh incredible number of characters, each differing totally from every other and each involving a most elaborate disguise, just the sort of disguise supposed by these managers to be easily susceptible of exposure under electric lights. Nor can one easily forget the picturesque and highly complicated makeup that Mr. Sothern wore as Don Quixote no longer ago than last winter and there are many other instances that might be cited against the managerial contention.

Granted, however, the correctness of the theory that electricity is inimical to character makeup and simply forces stage managers to choose players who resemble closely the types they are to impersonate, it follows that this process of selection results in steadily deteriorating acting. Players who no longer have experience in enacting widely different characters for that very reason lose more and more the power of impersonation, so that, followed to the logical end, we shall soon have stages full of actors playing—themselves.

On the whole and despite the pleasure it would naturally give us in this muck-raking age to blame it on Mr. Edison, he must stand acquitted. Electric lights are not brand new and there is probably more bad acting to-day than at any time in the last quarter of a century. On whom or what, then, is it to be blamed? On the actors? Hardly. There is no reason to suppose that as a class they are by temperament any less skillful than they were a quarter or half century ago. Some influence, some system, is constricting their skill and choking their intelligence. Is it the absence of the old time stock company? Hardly; for there are probably at the present time as many, if not more, stock companies than in the old days, though it is true that the system upon which they operate is not the same. Is it that the intellectual quality

of the managers is at fault? Is it that the star system is to blame?

Well, it is not proposed here to answer either of those questions, complicated as they are. The object of this article was simply to inquire into the serious charges against Thomas A. Edison. These do not appear to have been sustained, and the defendant is discharged on his own recognizance.—New York Sun.

## ENTERTAINED SCHOOL WITH CONCERT.

Isidore Abelowitz, son of A. Abelowitz, talking machine dealer of 510 East 138th street, New York, writes The World an interesting letter in which he tells of a concert which he recently gave at Public School 25, from which he just graduated. He used the Victor Auxetophone in the large assembly room, and adds: "The program consisted chiefly of operatic selections by Caruso, Melba, Tetrizzini and Tamagno, also several popular songs and some band records by Sousa and Pryor. During the concert I played 'The Star Spangled Banner,' by Stanley, and suggested that the entire school accompany the song. This was carried out successfully. I cannot express how the teachers and pupils enjoyed it. This concert lasted from 9.30 a. m. till noon. I am sure this will help the Victor business, as we have already sold a Victor machine through this demonstration."

## BRUCE & BROWN CO.'S NEW QUARTERS.

(Special to The Talking Machine World.)

Seattle, Wash., March 1, 1909.

The Bruce & Brown Co., successors to Kohler & Chase, Inc., have moved into large quarters at 1407 Fifth avenue (the Grary Building), where they are carrying a large and complete line of Edison records. After this week the establishment will be open day and night, thus they will be able to fill every order complete within an hour after receiving it. The Bruce & Brown Co. do a strictly wholesale business, and have no connection with any retail house whatsoever.

In a chat with C. E. Brown, vice-president of the company, he extended a hearty welcome to talking machine men to make their headquarters with them during the visit of the members of the trade from the East to the Alaska-Yukon-Pacific Exposition.

## NOT IN THE RIGHT BUSINESS.

If a man's business has not the first mortgage on his attention he is not in the right business.

OUR

# VICTOR RECORDS

## Guaranteed Perfect

We have arranged for two entirely distinct and separate stocks of VICTOR RECORDS ONE RETAIL, ONE WHOLESALE. By this system we are enabled to guarantee our Wholesale Trade that they will receive from us VICTOR RECORDS in absolutely the same condition they are supplied us by the factory.

NOT RECORDS THAT HAVE BEEN USED FOR DEMONSTRATING MACHINES;  
NOT RECORDS THAT HAVE BEEN PLAYED FOR RETAIL PROSPECTS

But—

### Absolutely New Unplayed Records

We don't need to enlarge upon the advantages of this system. You will appreciate it. We originated the system of supplying the high-grade

### RED SEAL RECORDS IN SEALED ENVELOPES

This is appreciated by dealers in Victor Records, and we are sure the new method of filling wholesale orders from a stock which is in no way connected with our retail stock will be even more appreciated by them.

If You Want New Records, Send Us Your Orders

The Eastern Talking Machine Co., 177 Tremont St.  
Boston, Mass.

Original Distributors of Victors in New England

LARGEST STOCK — BEST SERVICE

Fifteen Years an Exclusive Talking Machine House





# April list of new Victor Records

## 10-Inch Records—Single 60 cents; Double-Faced 75 cents

The double-faced records are lettered "(a)" and "(b)."

- No. 16277 (a) "Big Night To-Night"—Medley.  
Pryor's Band  
(b) When You First Kiss the Last Girl You Love .....Macdonough
- 16115 (a) Violette Waltz (Waldteufel).  
Victor Dance Orchestra  
(b) The Garden of Dreams.  
Miss Stevenson and Mr. Macdonough
- 5674 Sounds From the Hudson—Valse Brillante  
(Cornet Solo).....Herbert L. Clarke
- 16263 (a) Victor Minstrels No. 14.  
Victor Minstrel Company  
(b) Mr. Schneider (from "Girls of Gottenberg").....Ada Jones
- 16261 (a) Rest for the Weary (McDonald).  
Haydn Quartet  
(b) Shall We Gather at the River? (Lowry).  
Haydn Quartet
- 5676 Meet Me in Rose Time, Rosie.  
Billy Murray and Haydn Quartet
- 5673 Oh, You Kid.....Miss Jones and Mr. Murray
- 52012 Sorella Mareh—Whistling Solo..Guido Gialdini
- 5675 Love Me Like I Like to Be Loved.  
Clarice Vance

### SOME APRIL NOVELTIES

#### Records by Three Famous Artists

Rose Coghlan, Maude Raymond, Mrs. Hardin Burnley

- 5671 The Dusky Salome.....Maude Raymond
- 5678 Bye, Bye, My Caroline.....Maude Raymond

## Accompaniments by the Victor Orchestra

- No. 5679 A Small Boy and His Mother at the Circus  
(Humorous) .....Mrs. Hardin Burnley
- 16262 (a) The Sweetest Gal in Town.  
Collins and Harlan  
(b) In the Light of the Same Old Moon.  
Peerless Quartet
- 16260 (a) Autobiography of a Chicken (Humorous  
Talk) .....Edgar L. Davenport  
(b) Jennie.....Billy Murray
- 16259 (a) Shine On, Harvest Moon (from "Follies  
of 1908")..Miss Walton and Mr. Macdonough  
(b) In Those Good Old Country Days.  
Harry Tally

## 12-Inch Records—Single \$1.00; Double- Faced \$1.25

The double-faced records are lettered "(a)" and "(b)."

- 35066 (a) "Morning, Cy"—Barn Dance.Pryor's Band  
(b) Harlequin's Serenade (Drigo).  
Pryor's Band
- 31729 Maximilian Robespierre Overture—Finale (Litolff).....Pryor's Band
- 31728 The Charge of the Light Brigade (Tennyson).  
Rose Coghlan
- 35061 (a) Anchored (Watson) .....Alan Turner  
(b) Aida—Celeste Aida (Heavenly Aida)  
(Verdi).....John A. Finnegan

### New Victor Red Seal Records

#### TWO NEW TETRAZZINI RECORDS

- Luisa Tetrazzini, Soprano.
- 92060 Traviata—Ah! fors' e lui—Part II. "E strano"

- No. (How Wondrous His Words) (Verdi). 12-inch, \$3. In Italian.
- 92061 Romeo et Juliette—Valse (Juliet's Waltz Song) (Gounod). 12-inch, \$3. In Italian.

### A FOLK SONG BY MICHAILOWA

Marie Michailowa, Soprano.

- 61181 "Let Joy Abide" (Russian Folk Song) (Balalaika accompaniment). 10-inch, \$1.

### A NEW ELMAN SOLO

Mischa Elman, Violinist.

- 61182 Faust—Fantasia from Garden Scene (Gounod). 10-inch, \$1.

### TWO OPERATIC RECORDS BY DE GOGORZA

Emilio de Gogorza, Baritone

- 88153 Herodiade—Vision Fugitive (Fleeting Vision) (Massenet). 12-inch, \$3. In French.

- 88154 Tannhauser—O du mein holder Abendstern (Evening Star) (Wagner). 12-inch, \$3. In German.

### TWO NEW WILLIAMS RECORDS

Evan Williams, Tenor.

- 74130 Lohengrin Lohengrin's Narrative (Wagner). 12-inch, \$1.50. In English.

- 74131 Judas Maccabaeus—Sound an Alarm. 12-inch, \$1.50. In English.

We've got the people into the habit of looking in the leading magazines each month for our double-page advertisement, which contains a list of the new *Victor Records*. They not only look for the list—they buy the records!

In addition to the complete list in the April magazines, our advertisement in the principal daily newspapers throughout America on March 27 will announce that the new *Victor Records* for April are just out, and tell the people to hear them at the nearest Victor dealer's.

Get the people into the habit of coming to your store to hear the new records. Have the records they want, play as many as they want to hear, cultivate their trade, and you'll soon have them as regular customers.

*Victor Records* are good sellers because they are records of quality—every *Victor Record* is a work of art. It pays to have such records. It pays *best* to have the complete list.

Place your order now with your distributor, so you'll be ready on March 27—the simultaneous opening day for the sale of April *Victor Records*.

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

Berliner Gramophone Co., Montreal, Canadian Distributors

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

## THE TRADE IN PHILADELPHIA.

Business Not of Satisfactory Volume but Improvement Looked For—Record Sales Keep Up Average—Is Monthly Record List of National Co. Too Long?—Some Jobbers and Dealers Think So—Jobbers Take Advantage of Victor Co.'s Exchange—What Various Houses Have to Report Anent Present Conditions.

(Special to The Talking Machine World.)

Philadelphia, Pa., March 4, 1909.

According to local jobbers, while the business in many instances exceeds that of corresponding months of a year ago, especially during the holiday season, conditions generally are nothing to brag about. However, everyone seems to be decidedly optimistic, and a steady improvement is looked for that will bring the talking machine trade into its own.

Machine sales, as a rule, average only a small percentage of that business a year or so ago, and at that, the higher-priced outfits have the call. The record trade, however, has kept up well and has proved encouraging to both jobbers and dealers.

There is considerable discussion at present over the number of records at present being listed each month by the National Co. Many dealers have complained to their jobbers that forty records per month, twenty Standard and an equal number of the Amberol, are more than the average dealer can consistently handle with conditions as they are at present. Some dealers have solved the question by dividing their orders equally between the two styles of records, i. e., where they formerly ordered 100 Standard records, they still confine their orders to 100 records divided between the Standard and the Amberol, letting the jobber carry the extra stock. Several jobbers suggested that the solution of the problem lay in the company listing only twenty or twenty-five records monthly, fifteen or eighteen of them, or the majority, being Amberol. However, the jobbers feel sure that the matter will adjust itself in time, experience will show just how the list can best be revised, and all will again be serene. The Amberol records are selling strongly, and each month shows a decided improvement in them that is very pleasing. Some believe that in a comparatively short time they will entirely succeed the two-minute or Standard record.

The various local jobbers took quick advantage of the Victor Talking Machine Co.'s exchange proposition, running from February 15 to

20, inclusive, and covering 10 and 12-inch disc records which have been remade or relisted in double-faced records. They have taken up the double-faced record in energetic style, but are inclined to agree with the Victor Co. that the single-sided record will still hold its own, and are not pushing it to the rear in the least.

Louis Buehn & Bro. report business somewhat in excess of last year at this time, but could handle some more without undue strain. As it is, the increase is in record sales, the machine sales lagging considerably, though what call there is for high-priced machines. The salesmen sent out by this firm, however, are turning in encouraging reports and the outlook is excellent.

The Western Talking Machine Co. also report a fair record business, both wholesale and retail, and believe that improvement in the talking machine after the post-holiday dullness will be sure and rapid.

The Penn Phonograph Co., Inc., report a fairly active trade in both Victor and Edison lines, especially records. Those dealers who were forced to cut down their orders some months ago are increasing them again, and a return of the really prosperous days is looked for by fall at the latest.

"Trade is good, but not quite what it might be," was the answer at H. A. Weymann & Son's. It was also stated that the Amberol record had secured a strong hold on their trade, and was crowding the two-minute style quite closely.

The Musical Echo Co., as a result of the season of grand opera and concerts, have done a wonderful business in Red Seal records, some of the single orders totaling three figures. The sale of higher-priced outfits has also been influenced by the wave of good music which struck the city during the winter.

## RIO DE JANEIRO IS INVADDED.

We clip the following from our enterprising contemporary, L'Etoile du Sud, of Rio de Janeiro: "The Phono-Cinematograph is the name of the new attraction which was inaugurated on the 12th inst. in the Central Avenue. Furnished with modern comfort, this establishment is called to minister for a long time to the delights of our city. The Cinema-Phono exhibits bits of operas, songs, national airs of all the countries of the world. Seated in a comfortable chair, you slip into an opening a disc bought on entering, and immediately you hear delicious music, a melodious song or a devilish cakewalk. We extend our felicitations to the organizers of this attraction."

## TRADE NEWS FROM INDIANAPOLIS.

Business Quiet but Dealers Optimistic—Dealers Plan Innovation to Boom Sales—Extensive Series of Recitals to be Held—Musical Echo Co. Move to New Quarters—Retired With Fortune Made in Talking Machine Business.

(Special to The Talking Machine World.)

Indianapolis, Ind., March 7, 1909.

The talking machines business is quiet in Indiana, and has been for the last month. Dealers, however, do not feel greatly discouraged because they believe the whole year will be one of average business.

In order to gain business, a number of Indianapolis dealers have arranged an innovation which they believe will become a popular monthly musical event to music lovers. Each of the dealers who has entered into the arrangement will give a popular recital of new records one day out of each month, and the recital will also extend into the evening. The first recital was given this month to demonstrate the March records. The local dealers go on the theory that the talking machine has become the great medium for classical as well as popular music, and they believe the new plan will be exceedingly popular. The following firms have entered into the new scheme: Kipp-Link, handling Edison machines; Joseph Joiner, handling Columbias and Victors; Frank Lesley and E. E. Hill, handling all kinds; George Maze, handling Edisons, and William J. Burns and Joseph F. Pfleger. The companies got a good news notice in all of the big dailies on account of their innovation.

Thomas Devine, of the Columbia Co., says he is having a great call for the Columbia indestructible and the ten-inch double disc records. The demand is so great that he has doubled his space for such records. Mr. Devine is utilizing his display windows to good effect in showing these records.

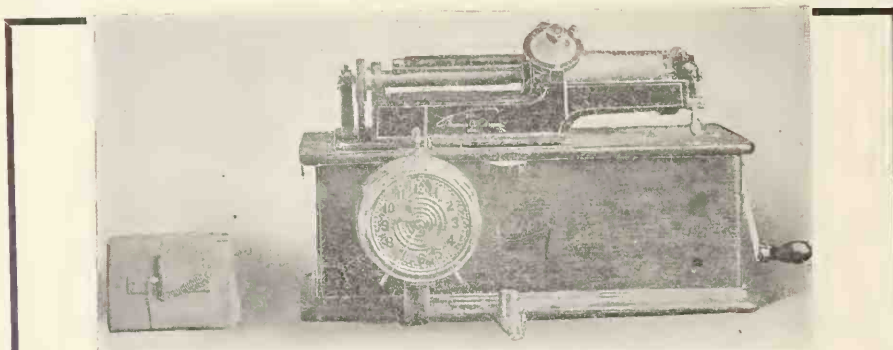
The Musical Echo Co., who have been known as the C. Koehring Co., and located on Virginia avenue, have moved into new rooms in North Pennsylvania street, and are already enjoying a nice business. They are having an especially nice business on Victrolas and the regular Victor styles. The room occupied by the company is fitted up in mahogany and is most attractive.

Carlin & Lennox report a fairly good Victor business.

Charles Craig, who retired from the talking machine business some time ago, and who is able to live off his income, says there is money in this field if it is properly managed. He was in the business two years and cleaned up \$15,000, which he has invested in apartment houses. He declares that while he was in the talking machine business he never netted less than \$300 a month, and sometimes much more than that, and says he only lost \$300 on bad debts. Mr. Craig was the owner of what is known as the Indiana Phonograph Co., who are jobbers. He quit the business, he declares, purely on account of his health. His success he attributed wholly to the fact that he gave his personal attention to the business. "I knew the selling qualities of each record," he declared, "and I knew them myself. I did not trust this to somebody else. I also had personal knowledge of the position of every man to whom I made a sale."

Moving picture shows are still on the boom. The building which is to be used for a show room by E. S. Sutherland in East Washington street is nearing completion. It was formerly occupied by the Krauss Clothing Co., but it is being completely remodeled and will be used as a 10-cent moving picture show house. It will be all moving pictures, without vaudeville, and will be an unusually long program for each show. This makes the fifth moving picture show which Mr. Sutherland has started in Indianapolis.

Close times do not affect the moving picture business. It keeps up to its usual good standard just the same, and all of the places, it is said, are making money.



Patented

## The Ravenskilde Talking Machine Starter

FOR EDISON AND ALL OTHER TALKING MACHINES

THE NOVELTY OF THE CENTURY

Put a record on the machine and set the clock at the time you want the record played. It will wake you to the sound of music divine or of any shout or remark you may have dictated into a blank record.

It's more than an Alarm Clock.  
It will surprise and startle evening guests.  
As a trade attractor in the store it is unexcelled.

It sells itself.  
Can be operated by a child.  
Is a perfect device. Does not get out of order.

RETAIL PRICE, \$5.00

Order sample to-day. If not satisfactory send it back and money will be refunded.

**P. M. RAVENSKILDE**

Patentee and Sole Manufacturer

CABERY, ILL.





## Victor success means success for the dealer

The volume of Victor business is increasing by leaps and bounds.

Our tremendous advertising, the unequalled prestige of the Victor and Victor Records, and the co-operation of Victor dealers are making this great business.

You are just as vitally interested in Victor success as we are. Every extra dollar of sales means more money for Victor dealers.

Let's all work together for still greater business—"In union there is strength." We will do our part by constantly improving Victor products, and by continual wide-spread publicity. Will you boost from your end?

Catch the Victor enthusiasm. Get a vision of the possibilities for the future. Realize what a mighty tide of Victor sentiment is rising. Push Victor publicity in your neighborhood. But above all—get people in to hear the Victor.

This will be the biggest Victor year. The Victor is more popular than ever before. There are prospective buyers all around you. Now is the time to get this business. We know you'll go after it!

## Victor Talking Machine Co.

Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

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

### LIST OF VICTOR DISTRIBUTORS

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



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**IMPORTANT.**—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

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

NEW YORK, MARCH 15, 1909.

**T**HERE is no denying the fact that the talking machine trade has been dull.

We may as well all recognize that fact and admit it. But let us ask, is there any trade wherein business stagnancy has not prevailed for the last year and a half?

Now why should the talking machine trade be different than any other line?

It is not and it is affected by similar conditions, and quite naturally we could not expect fine business and an exuberant condition when all other lines were dull. That is beyond reason and we may as well use a dash of reason in considering the business situation.

It sounds good to say trade is fine, but we cannot expect to be uninfluenced by the depression which has been round about us for eighteen months past. When hundreds of thousands of men have been out of employment it is not reasonable to suppose that these men, whose revenues have ceased, would be large purchasers of talking machines and records.

They have been more interested in the bread market than in the record market, even the two-faced records, and we cannot reasonably suppose that these conditions will materially change until general trade gets in good form and the signs on the horizon portend a steady trend towards better conditions.

**P**ESSIMISTS have no reason to think, however, that simply because business has been dull that the talking machine trade has gone to the demerit bow-wows. The man who figures along that line is in a dangerous mood.

He had better get out and take a little exercise, then come back and survey the situation anew after his blood circulates more freely.

His mind is in an unhealthy state and ten to one he could not distinguish sunlight from gloom if bright rays were striking all about him.

Now, the talking machine trade has not gone to pieces, nor will it.

It has suffered in a like proportion to other industries, and the real facts are that there are some lines of trade that have suffered even more keenly than the talking machine business.

You could not expect men to buy talking machines when they were busy looking for bread.

But they will not always be that way.

There is a dawn of better days, showing even now on the horizon, and depend upon it when the wheels of industry are well in motion over this country, the talking machine trade will resume its activity of yore.

Don't figure wrongly and do not fool yourself with the idea that this industry has seen its best days and that it is disintegrating.

That is a mistake.

**T**HE basic principles of the trade are all right and the people of the world have not lost their interest in talking machines, but thousands of them have been compelled to employ their money for other purposes and as a result trade has in a degree stagnated.

It is just as reasonable to say that because there is a dearth of visitors at Palm Beach and other Floridian resorts that Florida has gone by as a popular winter camping ground.

The records of the railroads show a very slight passenger traffic and some of the hotels are not making expenses. Looks bad, doesn't it?

But you would not find the hotel men in that country willing to sell out their investment for a song. Oh, no!

They know that the people have been hard hit, they are not spending the money. Atlantic City is good enough for the majority, but the Palm Beach days will come again and the recrudescence of the talking machine will be in order. Do not forget that.

**T**HE talking machine business is far from being a "dead one."

It's a business of evolution—it's a business of laboratory life—it's a business of education—it's a business of entertainment. It's a business of scientific development.

And do you think for a moment that such work can be killed or even more than halted temporarily?

A temporary halt does not mean extermination by any means, and we say to pessimists: Brace up!

Get the point well fixed in your mind that the talking machine business is all right; that its future is undimmed; that it has possibilities; in other words, have confidence in the business and you will do better as the months roll by.

There is no question that the quicker you get your eye confidentially fixed on the talking machine banners that wave over the distant heights to be attained the better it will be.

Look over some of the successful establishments in the country and see whether it pays to have confidence in the future of the talking machine business.

Of course it does. There is no doubt of it. You can bet your boots, or anything else, that is handy, that the future of the talking machine is encouraging.

You can't stop an industry when there is the power behind it that the talking machine trade possesses.

**A**ND, so much to the surprise of many, the copyright bill was rushed through during the closing hours of the last Congress.

It seems that the National legislators were desirous of disposing of this matter, which had been really a vexatious question to handle, and had consumed much time.

Of course, all are not satisfied with the law as it now stands. It would be too much to expect that a copyright law would be enacted that would be pleasing to all.

But the new law gives the composer rights which he never possessed before and makes an open market for all, so far as compositions are concerned.

The minimum rate which the manufacturers of music rolls and talking machine records must pay is two cents per roll or record manufactured. And right here is done a great injustice to manufacturers of music rolls and discs, for thousands of discs and rolls are produced which are never sold.

There has been much talk, and everything has been well threshed out in these columns, which have reflected the true conditions at all times. Now the battle is over for the present only, and all know that relations will be changed when the new law becomes operative in July. The composer will receive compensation for the reproduction of his work for use on piano players and talking machines.

In our opinion there is at least one vital defect in the present bill which must be remedied in order that injustice may not be done to manufacturers of rolls and records. The royalties should be paid on records and perforated music rolls sold, not merely manufactured, because there are thousands upon thousands of records which are turned out from various factories which are not sold to purchasers, and to compel a manufacturer to pay two cents royalty on every one of these records becomes at once a hardship and an injustice.

The royalty should be paid only when the products are actually sold to the retail customer. There are a number of defects in the new bill, and these must be remedied in order that the American copyright law be just and fair to all. But anyway we have made a start, and no doubt at the next sessions of Congress petitions will be made for various necessary amendments to the present bill.

**G**ENERAL business conditions have improved somewhat since the last appearance of the World and there is every indication that there will be marked betterments as the year grows older.

President Taft will work for an early adjustment of the new tariff bill and it is believed that by June 1st, Congress will have agreed upon the new tariff schedule.

It is to be hoped that this prediction will come true for there is certain to be some unrest as long as Congress is in session, for a readjustment of the tariff.

This country has prospered under a form of protective tariff and while there is no reason to believe that there will be a radical departure from the present schedules in the new law, yet, as long as there is agitation there is also doubt as to the outcome of national legislation.

The quicker this matter is settled the better it will be for all industries and it will be an excellent thing for business men in every section of the country, to urge upon their representatives in Washington the necessity of an early arrangement, and that no filibustering should be permitted.



It is probable from the sentiment that is manifested in all parts of the country that a tariff commission will be appointed whose duty it will be to secure information and make suggestions to Congress as to changes desired in the tariff schedule. A commission of this kind to be appointed without change in our Constitution, in other words, would be a committee without power save to recommend, but if it become an unwritten law that Congress should accept the recommendations made by this committee, then the full purpose of the people would have been accomplished, and that is to take the tariff wholly out of politics.

In that way there could be no radical changes, and great disturbances of business conditions would be avoided in the future.

It must be admitted broadly that the people favor some move of this kind and a tariff commission simply as a board to investigate and recommend, is gaining in favor daily.

**HAS SIGHT RESTORED.**

**Wife of Popular Member of the Trade Has Had Successful Operation Upon Her Eyes.**

The many friends of A. O. Petit, president and treasurer of the Edison Co., Newark, N. J., will be pleased to learn of the successful operation which has been performed on Mrs. Petit's eyes, whereby sight has been completely restored to her.

There are many members of the trade who were present at the convention at Atlantic City who will recall meeting Mrs. Petit. She is a lady who maintained at all times a sweet resignation, notwithstanding she was visited by that terrible affliction—blindness.

During the jobbers' convention a great many members of the trade met her, and all were impressed with her charming womanliness.

Mr. Petit has been in receipt of many letters of congratulation from his friends throughout the trade who have learned of the restoration of sight to Mrs. Petit.

Mr. and Mrs. Petit will visit Atlantic City about Easter time, and it well may be imagined that their sojourn at that popular resort will be infinitely more pleasant than the last one, when Mrs. Petit was unable to enjoy the charming views which were apparent to others.

**THE "TALKER" IN THE CHURCH.**

**Through Its Use a Full Choral Service Is Possible—Will Not Displace the Popular Young Curate—He Is Indispensable.**

The London correspondent of the New York Sun, in his breezy letter of Sunday last, said:

"If for our amusement the gramophone brings the concert platform to the domestic hearth, why should it not serve equally well for devotional purposes and bring the pulpit to the home? This bright thought has been acted upon by a firm of gramophone makers, with the result that it is now possible to purchase records of the whole of the morning or the evening prayer service, intoned in the best church method, for \$10.

"Instead of having to go abroad in all sorts of weather and sit in a draught in an uncomfortable pew, it is thus possible to hold a service at home and enjoy it in comfort at one's own convenience. The Church Times, which is by no means addicted to flippancy, points out the inentely winds up the machine, and without further expense of curate, choir or organist a full choral service can be beautifully rendered in thirty-two minutes.

"Those curates who in their alarm see this mechanical parson snatching the bread out of their mouths can comfort themselves with the reflection that they will always have on their side those church-goers who form a considerable part of their congregation. There is no man

who appeals more to the average impressionable young woman than a nice young curate—unless it is a soldier in uniform."

**FAVOR A PATENT COURT.**

**House Committee Reports Bill Providing for a New Tribunal.**

(Special to The Talking Machine World.)

Washington, March 3, 1909.

A bill to establish a United States Court of Patent Appeals was favorably reported from the House Judiciary Committee to-day by Representative Tirrell (Mass.).

It provides for a court of five members, to sit in Washington, the Chief Justice to be appointed by the President and the four Associate Justices to be designated from among the Judges of the Circuit and District Federal Courts by the Chief Justice of the Supreme Court of the United States. Two of the Associate Judges will sit for three years and the other two for six years, after which they may be redesignated for six years.

This measure has been urged by the American Bar Association, Boards of Trade, and manufacturing associations for ten years, and is the result of the most careful investigation of all conditions by many of the ablest minds of the country.

**TWIN CITY TRADE HAPPENINGS.**

**Trade in Talking Machine Circles as Good as Any Other Industry in the Northwest—Dyer's Splendid Business—Other Concerns Making Favorable Reports—Much Sympathy for T. C. Hough Who Has Retired.**

(Special to The Talking Machine World.)

Minneapolis and St. Paul, March 7, 1909.

Talking machine trade in Minneapolis and St. Paul is one that displays as much life as any commercial line represented in the Northwest. The large house of W. J. Dyer & Co., in St. Paul, which distributes generally over the West, has been doing and is doing splendid business, both in the city and in the country.

Over in the other twin, where the big houses are the Minnesota Phonograph Co. and the talking machine department of the New England Furniture Co., trade has been good. It is reported much better than for the corresponding period of 1908, with all the standard lines represented in the volume of sales.

T. C. Hough, the pioneer dealer in Minneapolis, has retired and unless plans are changed, will ask for relief from financial burdens through the courts. He claims discrimination against him on the part of certain manufacturers. Mr. Hough has been in the trade for more than fifteen years, and there is much sympathy for him in the music trades.

**IMPROVE YOUR SYSTEM**

AND

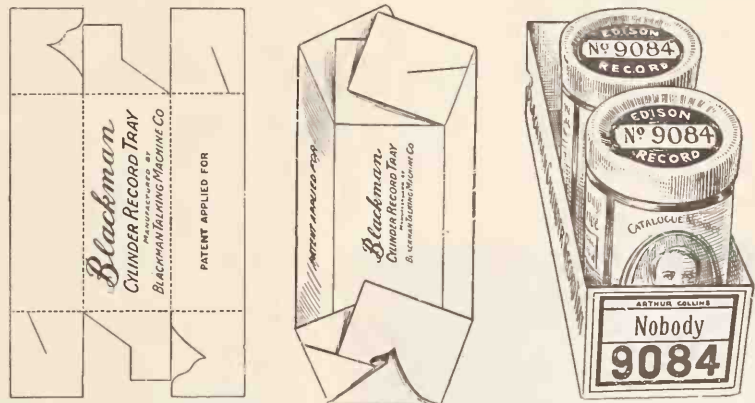
**INCREASE YOUR RECORD SALES**

BY USING

**THE BLACKMAN CYLINDER RECORD TRAY**

(Patent Applied for)

**A Record Tray With Record Label for Less Than One Cent**



The BLACKMAN Folding Trays for Cylinder Records are shipped FLAT and can be FOLDED into STRONG TRAYS in a few seconds, as shown above. This tray, with Rapke Label, makes a handsome looking record stock and a system you can't beat. The labels act as Silent Record Salesman and the customer can point to the record he wants to hear. Adopt this system and your sales will not only increase but it will never take more than a few minutes to make up a Record order.

**THE BLACKMAN FOLDING TRAY USED IN THE SYRACUSE WIRE RACKS**

enables you to carry a large stock in a small space, and also use the Rapke Label. We furnish wire racks at regular prices, either wall or revolving style, with opening to accommodate Blackman Trays. See illustration in advertisement of Syracuse Wire Works on page 15 of this issue. Write for prices.

**NET PRICES TRAYS ONLY**

(Subject to Change.)

No.	Hold	Net per 1,000.	Weight per 1,000.
2.	2 Records.	\$6.00	60 lbs.
"	3 Records.	7.50	78 "
"	4 Records.	9.00	87 "
"	5 Records.	10.50	105 "
"	6 Records.	12.00	116 "

NOTE.—Price less than 1,000 same rate.

In deciding FREIGHT or EXPRESS refer to above weights, and allow for packing.

**NET PRICES RAPKE LABELS**

Prices Rapke Labels with Edison numbers and titles, Domestic Selections No. 2 to 9721, which includes December, 1908.....\$8.50  
Per month, thereafter (postpaid) payable in 12 advance......12  
Columbia Labels (Domestic), per set..... 3.50

**FREE SAMPLE** of Tray with Label to any Dealer or Jobber who writes on business letterhead.

**SPECIAL DISCOUNTS TO JOBBERS**

Above prices are RESTRICTED and quoted f. o. b. New York. Dealers are requested to buy through their jobber if he will supply them. If not we will sell direct.

Manufactured by

**BLACKMAN TALKING MACHINE CO.**

J. NEWCOMB BLACKMAN, Pres. "THE WHITE BLACKMAN" 97 CHAMBERS STREET, NEW YORK

# Are You Cabinet Wise?



No. 725. Showing the Amberol

In every trade there are certain names which stand as representative of all that is best in that industry.

It is the same in the cabinet line, and whenever the name of Herzog is mentioned in cabinet circles it at once means the hall mark of cabinet merit.

The originality of design, the excellence of finish, the perfection of detail work, has won for the Herzog cabinets a splendid position.

With the Herzog line you can cater to every line of trade.

If you have a customer who desires a cabinet to match furniture of a particular art period, you can meet his wishes with the Herzog line.

Talking machine men understand full well the advantage of buying from originators, not from copyists.

Our line of cabinets match any and all makes of machines.



No. 742

We say to the dealer and to the jobber: If you have the Herzog line in stock you can not only meet any competition successfully, but you can meet the demands of the retail purchasers in such a way that you annihilate competition.

Now, these are points worthy of consideration.

Get the best of the Spring trade, and get the best trade for all seasons, for that matter. You can if you carry the Herzog line.

**HERZOG ART FURNITURE COMPANY**  
SAGINAW, MICHIGAN



## WITH THE CLEVELAND TRADE.

Business of a Seasonable Nature—High Grade Outfits in Great Demand—Devineau Affairs—Denslow Buys the Rankin Store—Amberol Records in Good Demand—Tinker Succeeds McNulty at the May Co.'s—Piano Dealer Miltner Takes on the Columbia Line—To Manufacture the Ideal Horn.

(Special to The Talking Machine World.)

Cleveland, O., March 8, 1909.

The fraternity of talking machine dealers in this city are doing a seasonable business, although the members express themselves anxious for more prosperity activity. In the aggregate a large number of the higher-grade outfits, with Victrolas, Graphophones, and the new Edison Amberol machines were disposed of during the past month. A considerable livening up of trade is under way this month, and a fine spring business is anticipated.

The self-expatriation of Louis Devineau has resulted in closing up the International Talking Machine Co.'s store in the Taylor Arcade, on a claim of \$299 held by G. J. Probeck & Co., when it became known he was not to return from France. Devineau's stock in the company was attached and the stock of goods and fixtures taken possession of by the court, on complaint of the Probeck Co. The furniture in his apartments was sold to pay rent.

A. F. Peebles, president of the Akron Graphophone Co., commemorated his own and Washington's birthday with friends in the city. He said they were doing a very nice business for a new concern—quite as good as had been anticipated. He said: "We are gradually getting the record business of Akron and making new friends and patrons every day. The people of Akron are well-to-do, cultured and liberal patrons of our trade."

Mr. Fintze, of the Ball-Fintze Co., Newark, O., was an attendant at the Automobile Exhibit here during the week of February 22-27. A. R. Schade, representative of the company, was with Mr. Fintze.

Mr. Goldsmith, representative of the Victor talking machine, was in the city February 25. He reports the talking machine business improving in all the towns he visited.

Geo. J. Probeck, of the G. J. Probeck Co., is confined to his home with a serious case of erysipelas.

A talking machine store is advertising machines "to be given away, the recipient to pay only the import duty." The advertiser says, "only one to a person." One would probably be all they would ever want.

C. J. Ross, formerly manager of the Federal Mfg. Co., is negotiating for the manufacture and sale of the Ideal horn. The concern has been closed since the departure of Mr. Devineau, president of the company.

"Business has continued very good for some time," said W. J. Roberts, Jr., "but has slowed down a little in the last week or two. We are making sales of moderate-priced machines and a number of the higher-priced, including Victrolas. The call for records—with an increasing demand for Amberols and Red Seals—is excellent."

C. H. Denslow has purchased the talking machine store, 27 Taylor Arcade, formerly conducted by Miss Edna Rankin, and is continuing the business at the old stand. Mr. Denslow is an energetic young man, who has had considerable experience covering the talking machine field, both on the road for W. C. DeForest, of Sharon, Pa.; with the Eclipse Musical Co., of this city, as well as in the retail trade. He stated business had opened up fine and that the prospects looked very bright. The store presents a cheerful appearance and has been suitably arranged for demonstrations. As Mr. Denslow says he believes "in push and hustle 52 weeks in the year," he will undoubtedly meet with success.

Collister & Sayle report business seasonably active in both the retail and jobbing departments for Victor goods. They are having an active demand for the March list of records, and the machine trade is improving. The popularity of the Victor double-faced records is growing and the company carry a full list.

The Geo. J. Probeck Co. report a considerable increase in both the retail and wholesale departments. The management stated that business was fine, and that they made sales of more machines the last week in February than any week previous to the holidays. There is also a growing demand, it was said, for Columbia Indestructible cylinder records. The company are the exclusive distributors of Columbia goods in this territory.

W. H. Buescher & Sons report an excellent sale of both Victor and Edison machines and records for the past three weeks. Mr. Buescher said they were getting a very desirable high-grade patronage, since their removal to the present fashionable locality and attractive quarters.

The Eclipse Musical Co. report business in both the wholesale and jobbing line of Edison and Victor goods, as showing continual improvement.

B. L. Robbins & Co., the Arcade talking machine dealers, say trade is very good. Mr. Robbins speaks in high praise of the Amberol records and says they are daily growing in favor.

At the May Co.'s business in the talking machine department is moving along finely. Harry L. Tinker, in charge of the department, succeeding Mr. McNulty, who resigned March 1, says trade is especially good in Edison machines and records, and generally has shown considerable improvement in the last two weeks. He said the March records were taking well and selling readily.

The Hunter Jewelry Co. say they are having a fairly good talking machine trade, and that the new Victor double records are selling well, as are also the Edison Amberols.

Brown Bros. report business is good in both machines and records. During the past three weeks sales of a number of machines were made and the record sales surpassed that of any previous period this year. The company have a fine demonstrating room, and this department of their business is making good headway.

F. R. Miltner, piano dealer, 5371 Broadway, has just put in a full line of Columbia goods as a side line. He says trade has opened up very satisfactorily and prospects are most encouraging.

At the Hartwell Phonograph Store business is reported increasing and very satisfactory. "We have been selling a good many small machines lately," said Mr. Hartwell, "and the record trade, as also repair work, is good. We have just put in a full line of Zonophone records and now handle the Victor, Edison and Zonophone goods." Mr. Hartwell has invented a new sound-box diaphragm, which gives a clear, mellow tone, eliminating the scratching sound, and is pronounced by experts a decided improvement.

Business is reported rather quiet at the Goddiner & Wicht Co.'s store. Demand for records was said to be improving, and a better business generally anticipated the coming spring.

John Reiling, successor to the West Side Columbia Phonograph Co., stated that trade was good and had materially improved within the last three weeks. He says he is having a good run of business in both cylinder and disc records, and expects soon to stock up with a full line of records in the foreign languages, as he has a large foreign clientele.

Aldrich, Howey & Co., 2120 Ontario Road, are doing a nice business, and have in recent weeks made a good many sales of the best and cheaper grades of graphophones. They carry a complete line of records, and affording ample demonstration facilities, are securing an exceedingly good patronage.

R. F. Rocknack, 5825 Superior avenue, is having a fine trade in Victor machines and records. He is preparing for a good spring business.

The moving picture interests, of Cleveland (there are over 100 moving picture theaters in the city), recently occupied six columns of advertising space in the Daily News. In good-sized type, it was a disquisition on the subject of phonographs and moving picture machines, showing them as a tremendous force for culture and amusement. The publicity was a contribution from the various theaters.

## ANOTHER ADDITION TO VICTOR PLANT.

Plans are in preparation for a five-story reinforced concrete addition to the plant of the Victor Talking Machine Co., at Camden, N. J. This in a nutshell tells the story of business with this progressive institution.

## TO MAKE TALKING MACHINE RECORDS.

The S. O. A. Murphy Co., of Buffalo, N. Y., has been incorporated for the purpose of manufacturing talking machine records.

## SMALL FIRE IN HOUSTON.

Fire in the rear of the Southwestern Talking Machine Co.'s store, at 615 Main street, Houston, Tex., caused a loss of \$1,000 on February 19.

Horace Greeley said: "To neglect to advertise is like resolving never to travel by steam or communicate by telegraph."

# The Original House

We were the **FIRST JOBBER** of the Edison Phonograph and Victor Talking Machines in Philadelphia and have ever since maintained our position of "**FIRST.**" We are **FIRST** in securing anything new, **FIRST** in making prompt and satisfactory shipments, and **FIRST** in caring for your interests.

WE INTEND TO CONTINUE FIRST AND IF YOU ARE NOT DEALING WITH US "GET NEXT."

## PENN PHONOGRAPH CO.

17 South 9th Street

Opposite Post Office

PHILADELPHIA



## How Many New-Idea Disc Record Albums



Retail prices: 10-inch size, **\$1.35**. 12-inch size (used for 10-inch also), **\$1.75**. Dealers' net prices: **90c.** and **\$1.20**, respectively.

Be the first to show the New-Idea Disc Record Album. *HOW MANY SHALL WE SEND YOU ON APPROVAL?*



## The Rudolph Wurlitzer Co.

CINCINNATI and CHICAGO

*Two Points of Supply; Order from the Nearer*

*Victor  
Edison  
and  
Regina  
Jobbers*

### MILWAUKEE'S BUDGET OF NEWS.

Spring Trade Opens Up in Lively Fashion—General Business Close to Normal and Money Easier—Personal Notes of Interest—How Various Houses Regard Conditions—Newsboys "Boosting" Columbia Graphophones—The Hoeffler Mfg. Co.'s Attractive Window Display—Amberol Records Popular—Other Interesting News of the Month.

(Special to The Talking Machine World.)

Milwaukee, Wis., March 8, 1909.

Spring trade in both the retail and wholesale lines has already opened up in the Milwaukee and general Wisconsin field. While there is usually not a noticeable increase in the spring business in the talker line, dealers say that this year trade has taken on an excellent turn. The general opinion seems to be that there will be a steady increase from now on until June, when one of the heaviest early summer trades in the history of the Milwaukee business is expected. General business, industries and manufacturing, is fast returning to the normal, money is becoming more plentiful, and prospects were never better. Collections are very satisfactory and cash payments seem to be more in evidence as time goes on.

A. N. Francis, recently retired from the contracting department of the interior decorating business, has been made head of the credit and collection department of the Milwaukee branch of the Columbia Co.

William Schmidt, formerly with Lawrence McGreal at Milwaukee, and now traveling representative of the Victor Co. for the State of Iowa, has now been transferred to Wisconsin territory, with headquarters to be at Milwaukee.

Lawrence McGreal has returned to town after a ten days' trip to New Orleans and other southern points with the Rose Marching clubs of Milwaukee. The party included Mayor Rose and 125 of Milwaukee's leading business men, and the trip was made primarily to advertise Milwaukee and to further its commercial interests.

Mr. McGreal did more than his share in advertising Milwaukee as well as pushing the interests of his talkers. An Edison and a Victrola were taken along, the party was entertained, and records were taken of speeches made by prominent people at the different stopping places.

The new March records are proving to be winners with the Milwaukee trade. Demand for the higher class of records is still strong, and indications are that the more expensive records are filling a most important place in the field.

A substantial talking machine business of late has been reported by the Joseph Flanner music house, Milwaukee. A successor to Charles Iddings, former manager of the "talker" department, has not as yet been chosen, and the various employees of the establishment are filling Mr. Iddings' place.

A steadily growing business in the talking machine field is reported by the Wright music house at Walworth, Wis. The firm recently disposed of a \$225 Columbia machine to Orcutt Bros., of Fontana, Wis., who have installed the talker in a pavilion at that place, where it will be kept busy during the summer resort season.

It is only a little more than a year ago that the Boston department store, in this city, took up the Victor and Columbia lines, but in that time an excellent business has been built up. The instalment plan of \$1 weekly is being followed in the talking machine department of the store, and is resulting in a big sale of machines. Jobbers believe that the department stores are receiving an excellent share of the retail trade of the city. With unlimited capital back of the big stores, reasonable terms are allowed, while all classes of trade are reached with practically no extra effort.

"The new four-minute Amberol records are going a long way in making the Edison talking machine even more popular than it has been in the past," said C. C. Warner, well-known Eleventh avenue dealer. "While the growth of the talking machine business has been very great since its inception, I believe that the next few years will witness marvelous strides made. The

spring business is proving to be very satisfactory, and indications are that the present year will exceed all others for a heavy talking machine business in Milwaukee."

The window display recently made by the Hoeffler Manufacturing Co. is attracting much attention. Machines of the Edison and Victor line, cabinets, records and attachments have all been arranged in a novel manner by J. H. Becker, Jr., manager of the talking machine department. Attractive window displays are a strong point with the company, and the feature always brings excellent business.

Just as the "gallery gods" are an actor's best friends, so by a recent experiment, the newsboys of the Milwaukee Journal have proved to be the best "boosters" for the Columbia graphophone. "The thought occurred to me that if I could get the 'newsies' talking about our graphophones it would be the means of securing publicity that would be hard to beat," said A. D. Herriman, manager of the local branch of the Columbia Co. "My opportunity came last Sunday, when the Journal gave its weekly entertainment to the newsboys, which was attended by more than 500 boys. The Twentieth Century graphophone was enjoyed by these little fellows, just as much as the black-faced team or the cowboy quartet. When the Columbia part of the show opened up with 'Turkey in the Straw,' a bigger hit could not have been made, even if Billy Golden had been there in person and sung the song for them. 'Mandy Lane' and the 'Rag-Time Drummer' on the Columbia indestructible record followed, and received their share of applause. The show ended with 'Rainbow,' accompanied by a whistling chorus of 500 happy boys. They wanted more, but our time allowance was up, and after the deafening applause subsided the management announced that I had promised to give more music at the next entertainment."

William P. Hope, Wisconsin and Upper Michigan representative of the National Talking Machine Co., was a recent visitor. Mr. Hope is now traveling in southwestern Wisconsin and meet-



# WURLITZER

## Appointed Exclusive Regina Jobbers



We have been appointed by the manufacturers exclusive jobbers of Regina Music Boxes.

Dealers in the Middle West and West can save money by ordering of us direct.

THE REGINA has been on the market for almost 30 years—far longer than talking machines. There is absolutely no prejudice against it. You see it advertised on the same large scale as Victor and Edison. It has been awarded the highest honors at all the great expositions; is as standard as the piano, and there is a demand for one in every home.

The REGINA plays from indestructible steel tune discs, or records, which are interchangeable, the same as disc talking records. The music is as sweet as a harp and there are thousands of tunes—new ones monthly.

The REGINAPHONE is a combination of a REGINA Music Box and a disc Talking Machine, and enables you to offer the two instruments in one at about the price of one alone.

You do NOT have to order a large stock of REGINA goods to become a dealer. A machine or two and a small supply of tune discs are all that is required. You can increase your stock as the department grows.

Dealers' discounts, same as on talking machines. Write to-day for copy of handsome REGINA catalog showing the machines in colors, and our special agency offer.



## The Rudolph Wurlitzer Co.

CINCINNATI and CHICAGO

Two Points of Supply; Order from the Nearer

Victor  
Edison  
and  
Regina  
Jobbers

ing with excellent success in the Edison lines.

James Selkirk, well-known talking machine dealer at Clinton, Wis., was a recent Milwaukee visitor.

Some encouraging sales of the Edison business phonograph were reported of late by the Hoefler Mfg. Co. J. H. Becker, Jr., manager of the talking machine department, is handling the Edison business line and is giving special attention to this growing branch. Manufacturers, business men, professional men and others are showing their appreciation of the machine by placing some excellent orders.

### A MILLION DOLLAR ORDER

Recently Booked by John H. Dorian in the Far East for the Columbia Phonograph Co.—Is Undoubtedly the Largest Single Order Ever Placed for Machines and Records—Mr. Dorian Doing Effective Work in China.

What is undoubtedly the largest single order on record in the talking machine business is that recently booked by John H. Dorian, manager for the Columbia Phonograph Co., General, in the Far East, namely, for \$1,000,000. Speaking of it to The World, Edward N. Burns, manager of the Columbia Co.'s export department, said: "The order calls for nearly a million dollars in machines, double face and single records, and it was placed by an American company—the name it is needless to mention—the largest distributors of general merchandise in that part of the world, who have a fleet of house boats, which traverse all the principal rivers in China, and whose warehouses and depots are located throughout the interior, at points inaccessible to the ordinary traders. In fact, some of their outposts are so far inland that it takes fourteen days by camel to reach them.

"We had been working on the order from the home office for several months, and Mr. Dorian went to China to close the deal, which he did. It was through his superior finesse that the

order was secured, and therefore the credit belongs to him. In our judgment Mr. Dorian is the best talking machine man in the business, from the buying and handling of raw material, to the process of manufacturing, and the marketing of the finished goods.

"This is the first time any talking machine company has been able to reach the interior of China. Heretofore we have only been in a position to sell in the treaty ports, that is, along the coast. Now the Columbia Co. will place their goods on sale in every part of North China, and for the first time talking machines will be shown in that hitherto exclusive section of the great Chinese Empire. You must remember there are two great classes in China—the Manchus, who are the ruling or dominant section, occupying North China, which they never leave. The Cantonese are the lower class, living wholly in South China, and they are the Chinese we see in this country and other parts of the world. All the records in this million dollar order are in the Manchu dialect, and the originals were recorded in Tientsin, Chefoo, Peking and Shanghai, because, as I said, a Manchu never emigrates. Further, the records were made by people whose voices were never recorded before and probably never will again, and this was accomplished solely on account of the acquaintance we have there. The records will all be songs with instrumental accompaniments, mostly songs that have been sung for thousands of years. A few are comparatively modern selections.

"Special labels are used, the trade-mark or 'chop,' as it is termed in China, which is a horseshoe in this particular instance, being embodied in the design. There are no trade-mark laws in China, the recognition of one in business being an act of courtesy only. The labels on this particular order, the differences being to designate the kind of record, are to be (1) solid gold with black printing, (2) royal purple with gold lettering, (3) turkey red with gold lettering. Two shipments, each of which contain several thousand packages, have already gone

forward. The third goes about March 15, with others to follow. Another innovation in connection with the introduction of our goods is that they will be advertised and exploited throughout North China in the same manner as it is done in the United States; that is to say, large posters of striking design and coloring—part of which will be finished here and the remainder over there—will be distributed everywhere, and the newspapers will also be called into play with effective advertising. This has never been done before.

"A retail store, on an elaborate scale, has been established in the Chinese quarter of Shanghai, which will be headquarters for the general distribution of the machines and records. It will be under the personal management of C. D. McGrath, who for many years had charge of the entire interests of A. A. Vantine & Co., New York, in China and Japan. In fact, Mr. McGrath will look after the distribution of the goods, or rather of the talking machine department of the company placing this gigantic order, and which, by the way, is their first venture in this line of business, so you will recognize the many novel factors in connection with the enterprise."

### AUSTRALIAN POSTAL PACT MADE.

Weight of Packages Increased to 11 Pounds by Washington Agreement.

(Special to The Talking Machine World.)

Washington, D. C., March 5, 1909.

The Postoffice Department has reached an agreement with Australia whereby the weight of parcels post packages which can be exchanged between the two countries has been increased from four to eleven pounds.

The postage rate is to be 12 cents for each pound. The agreement will become effective March 1.

William Dorsett, talking machine dealer, has sold his stock to C. J. Jacobi & Co., Alton, Ill.

# The Edison Phonograph Plays Amberol Records

Amberol Records are a new Edison Phonograph feature. No other instrument can play them and no other instrument offers a feature which means so much to your trade.

A Record that plays twice as long as a standard Edison record at a trifle additional cost is a great selling point for the Phonograph as well as for the Records.

Are you stocked with Amberol Records? Are you getting the new Amberols as they come out each month?

Are you demonstrating them and putting back of them the interest and enthusiasm they warrant?

If not, you are letting a big opportunity slip by. The time to make the most of a good thing is while it is new.

**National Phonograph Company**

59 Lakeside Avenue, Orange, N. J.



# The Edison Record Making Talent

Every Edison Record is an argument for the Phonograph. Each month a great array of famous artists is represented.

It is one thing to secure such talent; it is another thing to get from that talent Records that do them justice.

This is done in every Edison Record.

Have you noticed the artists who are contributing to your selling possibilities?

Have you brought them to the attention of your customers?

Are you equipped to meet every call for Edison Records?

Keep up your stock and your enthusiasm.

Remember, there is a nearby jobber who can supply you promptly with Edison Phonographs of all styles and Edison Records of every number.

## National Phonograph Company

59 Lakeside Avenue, Orange, N. J.

### A GLORIFIED YANKEE INVENTOR

is Thomas A. Edison, Who, by Real Genius, Patience and Energy Has Raised Himself to an Envidable Position Among the Most Distinguished Scientists of His Time—His Activity Is of Wide Range and Conquests of the Practical Arts Are Extensive and Varied.

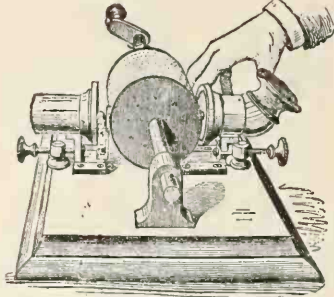
As an inventor, Edison's chief characteristic is his pertinacity. "Genius is 2 per cent. inspiration and 98 per cent. perspiration," is an epigram of his, which has been worn threadbare by much newspaper use, but which contains the whole story of his intensely active career. Edison is a utilitarian to his finger tips. He never yet invented a machine that could not be employed in everyday life, observes the Scientific American in the first of a series of articles on "Impressions of American Inventors."

He is a glorified Yankee inventor, a mechanic of real genius who, by dint of rare patience and indomitable energy, has raised himself to an enviable position among the most distinguished scientists of his time. Despite the exceedingly practical bent of his faculties, he is a man of large ideas with a wonderful gift of what may be termed scientific penetration. Few engineers and physicists can grasp with anything like his swiftness of perception the meaning of simple phenomena, often accidental in their origin.

The phonograph, for example, which, although not his greatest invention, is probably the most marvelous in the eyes of the public, was suggested by experiments made with the telephone and automatic recording telegraph. He was working on a machine provided with a disc of paper, similar to the present disc talking machine. On the traveling arm was a magnet which had an embossing point which embossed or indented dots and dashes on the paper, the platen having a grooved volute spiral on its surface. After recording Morse signals a contact point swept over the record, and the indentations gave movement to the make and break and re-

produced the signals on another line. When run at high speed, it would give a humming sound.

He knew from the telephone about the movements of the diaphragm, and had caused his voice to work a ratchet wheel and toy figure. Then he conceived the idea of indenting by the voice, and reproducing the sound by means of the indentations. The machine was made, but in cylinder form. Then he decided to make a talking machine—with what success everyone knows. When the first operative machine was produced, he packed up the instrument and came to the office of the Scientific American. Without ceremony he placed the machine on the editor's desk and turned the crank. The machine literally spoke for itself. "Good morning," it said.



EDISON'S FIRST PHONOGRAPH.

"How do you do? How do you like the phonograph?" And thus the editors of that paper claim to have constituted the first public audience that ever listened to the phonograph.

In every one of the hundreds of inventions that Edison has patented, the method of procedure (an object lesson to every inventor) is always the same. He invariably begins his investigations by a thorough course of reading, fully conscious that he is not the first in the field and that he must know where others failed. After a thorough review of the subject he begins actual work—an expert, who carefully avoids covering ground which has already been explored

and who begins where others abandoned investigation. Experiments are made by the hundred and thousand. Model after model is built. Failure succeeds failure, until further efforts seem hopeless. For all that more experiments are made, and more models built. At last an experiment is conducted or a model constructed that seems faintly encouraging. A less experienced inventor would be elated. Edison, however, regards the favorable result with suspicion. Not until the partial success has been confirmed by many repetitions of the experiment is he convinced that something has been achieved.

The activities of Mr. Edison have been of such great range, and his conquests in the domains of practical arts so extensive and varied, that it is somewhat difficult to estimate with any satisfactory degree of accuracy the money value of his inventions to the world; but such facts as are available are abstracted from the forthcoming "Life of Edison," by Frank L. Dyer, president of the National Phonograph Co., and private counsel to Mr. Edison, in collaboration with T. Commerford Martin, editor of the Electrical Review. Aside from his phenomenal discoveries in electricity and their practical application, which alone run into many millions of dollars, the calculations that will interest the trade more particularly may be based on the phonograph, as an illustration only. At Orange, N. J., may be found the National Phonograph Co., the Edison Business Phonograph Co., the Edison Phonograph Works, the Edison Manufacturing Co., and a couple of other concerns. The importance of these industries will be apparent when it is stated that there are upward of 3,600 people employed, and an annual payroll of about \$2,250,000.

There have been upward of 1,310,000 phonographs sold during the last twenty years, with and for which there have been made and sold no less than 97,845,000 records of a musical or other character. Phonographic records are now being manufactured at Orange at the rate of 75,000 a day, the annual sale of phonographs and records being approximately \$7,000,000, including business phonographs. The figures given represent only about one-half of the entire business of the country in phonographs, records, cylinders, and supplies.

Taking next his inventions that pertain to "moving pictures," it is found that from the inception of the moving picture business to the present time Edison has made upward of 13,100 projecting machines and many million feet of film carrying small photographs of moving objects. Although the moving picture business is still in its youth, it calls for the annual production of thousands of machines and many million feet of films in Mr. Edison's shops, having a sale of value of not less than \$750,000. The annual product of the Edison Manufacturing Co. in this line is only a fractional part of the total that is absorbed by the 10,000 or so moving picture theaters and exhibitions which are in operation in the United States at the present time, and which represent an investment of some \$40,000,000. Licensees under Edison patents in this country alone produce upward of 60,000,000 feet of films, containing more than a billion and a half separate photographs.

To recapitulate these two great fields of industry in the United States only, founded upon or affected by the inventions of Mr. Edison, the following figures are given: Phonographs and moving pictures represent an investment of \$10,000,000, producing an annual gross revenue or sales of \$15,000,000, employing 5,000, with annual payroll of \$6,000,000. Moving picture theaters—\$40,000,000 invested, annual sales, \$80,000,000; employes, 75,000; payrolls, \$37,000,000.

It is reported that a large talking machine factory has been erected in Kawasaki, near Yokohama, Japan, by an American importer of machinery of Yokohama, who believes that as the import duty on machines and records is 50 per cent. ad valorem, a considerable saving can be effected by making the goods in that country.



## It's So Easy

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

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

### I. C. S. LANGUAGE SYSTEM

WITH  
Thomas A. Edison  
PHONOGRAPH

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

## International Correspondence Schools

Box 918, SCRANTON, PA.



# FROM OUR EUROPEAN HEADQUARTERS

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

## TRADE HAPPENINGS IN ENGLAND.

An Optimistic Spirit Prevails and People in All Lines of Industry Are Looking Forward to Better Times—High Class Machines and Records Most in Demand—Many Evils to be Remedied—Patriotic Spirit Aflame—Lauder Chats of His Trip—Records of Carrie Nation—Premier Co. in New Quarters—A Visit to Cambridge Heath—The Stroh Violin—Recent Record Lists Contain Many Good Things—Increasing Demand for Amberols—How Advertising in World Brings Results—A Pathe Freres Suit—Anent Price Cutting—New Hornless Disc Machine—Reports from the Provinces do Not Show an Encouraging Condition of Business.

(Special to The Talking Machine World.)

London, E. C., March 5, 1909.

There are indications which point to a revival in general trade circles, and for the first time in many months people speak optimistically of the future. In many trades better times are reported, but unfortunately the talking machine business cannot be included, for since Christmas trade conditions throughout England have been very flat, so much so, that almost every day brings its quota of commercial troubles. Here's the president of the Board of Trade's view, which is somewhat radical, it must be admitted; he says: "I do not look upon a creditor as a public benefactor. The mere fact that he was a creditor showed that he had been guilty of misplaced confidence, and that therefore he was not altogether entitled, as many thought, to claim state protection." Good, isn't it? Only unfortunately we have to purchase state protection, which very often turns out anything but a profitable purchase.

From reports received from various talking machine traders it would seem that a goodly portion of the non-season business is likely to be of good-class stuff, as there is little spare money with the great middle class just now. The Gramophone and other companies say that the expensive outfits are finding a fair demand, which is somewhat of an index of things to come.

There are many crying evils in this industry which need reform, and although an occasional attempt is made to remedy certain matters, for want of support it usually fizzles to nothing. Consequently, the same old unsettled state prevails in the trade throughout all parts of the country—each man for himself—jobbing records, cutting the price of absolutely new issues, overstocking, mainly the result of the two-for-myself, one-for-you exchange schemes, restrictive agreements, and many other things which so disorganize trade. One instance of this is found in

the fact that a certain London jobber is advertising "Star" machines at 50 per cent. off list. We sincerely deplore such action—it probably means that others will follow suit.

### "An Englishman's Home."

Five of the leading actors in the above stirring play went to the office of the Gramophone Co. and recorded some of the most telling parts of the play. The object of the Gramophone Co. is to help on the cause of the Territorial or volunteer army. A whole page advt. in the Mail was taken to advertise the four records which have been made, and the company offer to send them free of charge, with machine and operator, to any hall, institute or village club within twenty miles of London. Apart from this we understand these patriotic records have obtained a splendid demand, which has resulted in yet another mission of national importance for the gramophone.

Following hard upon this comes the announcement from Ascherberg, Hopwood & Crew, Ltd., that they have issued a new song by Arthur Branscombe and Bowker Andrews entitled "Our Glorious Empire Day." Both words and music are of an inspiring nature and well calculated to arouse the patriotic enthusiasm of the rising youth.

### Quick Service to New York.

The White Star Co. announce their intention of placing their two great steamships, now being built, on the Southampton-New York service.

### Music in the Parks.

For the provision of music in the parks this summer the London County Council have voted £12,500, which amount includes £63 for gramophone recitals.

### Lower Postage to Newfoundland.

Penny postage between Newfoundland and the United States came into operation on March 1.

### Harry Lauder Returns from America.

Harry Lauder, the famous Scottish comedian, reached Liverpool February 23 by the Cunard liner Lusitania, after his five months' tour in the United States, and had a hearty welcome from a large crowd as he left the steamship to enter the express for London. Giving his impressions of his tour, Mr. Lauder said: "Since I left England I have traveled 15,000 miles. I have given 252 shows, performing every day of the week, including Sundays. I didn't like traveling and working on Sundays, but I was in Rome, and I just had to roam. Then I was banqueted no fewer than eighty-two times. I didn't leave it to them to show me how to hustle." Mr. Lauder met President Roosevelt during his tour. "The American journalists," he said, besieged me for my opinion of their President, and I told them that President Roosevelt is a man

who does not care what anybody thinks about him. I did not sing before the President, but Mrs. Roosevelt attended a theater where I was appearing, and she told her husband that she had never laughed so much in her life." The comedian described his visit to Ward's Island Asylum, where he taught the inmates to sing the chorus of "I Love a Lassie," until, as he remarked, they rendered it in a way he had never heard it rendered before. When he was in the asylum a woman inmate took him on one side and whispered in his ear, "For heaven's sake, Mr. Lauder, don't pull funny faces here or do anything that will make them think you are 'a bit off the top,' or they will surely keep you in." "And that wasn't after I had sung 'The Safest of the Family,'" he added with a twinkle in his eye. A "welcome home" dinner to Mr. Lauder will be given at the Café Monico on Sunday, March 14, Sir Thomas R. Dewar presiding.

### Carrie Nation Makes Gramophone Records.

Mrs. Carrie Nation has made two gramophone records, one a little speech on the evils of smoking, the other on drink. Two moral purchases for talking machine dealers.

### Premier Co.'s New Offices.

The Premier Mfg. Co. write that "in order to deal with the business with more promptitude, we have transferred the general office from 81 City Road to new offices adjoining the works at Wandsworth. Our recording department and test rooms will be continued at 81 City Road, as hitherto." All communications are in future to be addressed The Point, Wandsworth, S. W.

### Arab Folk Songs Heard.

A remarkable instance of modern science coming to the rescue of one of the arts of a by-gone civilization, says The School Guardian, is found in the fact that some of the old Arab folk-songs are now for the most part heard at the desert stations by means of the gramophone.

### Twenty-Inch Records.

As given in my last report, the new twenty-inch record introduced in the European market is made by Pathés. To give it the necessary stability, the record is about twice the thickness of an average ten-inch, and plays for over five minutes. The greater diameter is responsible for a purer tone in recording and reproducing, and as it is the company's intention to record dance and other instrumental music for the most part, a good summer sale for these records is assured.

### New Post Office Ruling.

For an extra twopence inland letters may be sent to London from the provinces by the next available train and then posted. The Postmaster-General states that he is trying to extend the

# Favorite Records

Are Going Stronger Than Ever. **WHY?**

**They Are The Ideal Record**

For Good and Select Music, Excellent Reproduction, Long Wear, High-Class Finish and

**AT A VERY MODERATE PRICE**

10-inch, Double-sided, 3/; and 12-inch, Double-sided, 5/



**THE INTERNATIONAL FAVORITE RECORD CO., Ltd. (of Great Britain)**

45 CITY ROAD, LONDON, E. C.

213 DEANSGATE, MANCHESTER

## FROM OUR LONDON HEADQUARTERS—(Continued).

arrangement for foreign and colonial letters as well.

## Latest Clarion Records.

This month's "Clarion" records include a dozen good numbers of a popular character, as follows: March, "Light Horse," Premier Military Band; "The Veleta" and "The Lover's Vow," both by the Premier Bijou Orchestra; while the concert orchestra gives us "Overture 1812," and selection of "Old Standard Songs." On the vocal side we have "Father O'Flynn" and "By the Blue Lagoon," by Stanley Kirkby; "I'm Here, If I'm Wanted" and "She Sells Sea Shells," by Percy Wilson; "A Little Bit More," Jordan & Harvey; "I Want to Telephone to Mammy," Harry Fay; and a humorous selection, "The Street Musicians."

## A Model Record Plant.

The Russell Hunting Co.'s works at Cambridge Heath are a model in every respect of what a factory should be. That was my impression after a visit through the various departments in company with A. Ogden and C. Stroh. The perfect equipment of the gold molding department was of particular interest, and at my request Mr. Stroh very kindly explained the whole process in gold plating a master record, the finish and appearance of which was nothing short of beautiful, so perfect is the process. From here we passed to the matrixing and on to the molding department, which presented quite a busy appearance. And that reminds me that the Sterling record, as freshly molded by the Russell Hunting Co., has received a hearty welcome on its return to the trade; good orders have been placed, and the company is established with an excellent prospect of success.

## Anent These Seditious Records.

The notice published some time ago in the Press about records of an alleged seditious nature is not correct, writes an Indian correspondent. To be sure, the sale of certain records has been prohibited, but not a single one, either

Gramophone or Beka, has been "confiscated" by the police or the government. The particular records objected to cannot be regarded as of a seditious tendency, but are simply songs inspired with a patriotic and national sentiment. The only grain of truth in the whole matter appears to be that in view of the present unsettled political situation in Bengal, it has been considered advisable to prohibit the circulation of such patriotic, that is, "Swadeshi" records.

## The Stroh Violin.

Geo. Evans draws special attention elsewhere to that remarkable invention, "the Stroh violin." Some idea of its construction may be gathered from the advt. illustration. The vibrations of the strings are conducted by means of an ordinary violin bridge, which rests upon a rocking lever to the aluminum diaphragm and resonator. The body of the instrument is in no way employed for sound purposes; it simply holds the various parts of the violin together, and sustains the pressure of the strings. When the strings are played upon, the bridge and rocking lever vibrate accordingly, and thus every vibration carries to the diaphragm. The resonator increases the volume of sound to equal three ordinary violins. Talking machine manufacturers throughout the world find the Stroh violin the best for recording purposes, and it is also in great demand by the general public. Foreign and colonial musical instrument traders should handle this line, in which there is a good profit. Mr. Evans will be glad to furnish particulars and prices upon request.

## Attachment for Standard Machine.

The Premier-Mfg. Co. are about to introduce a marvelously simple attachment applicable to the "Standard" machine to play the 200-thread record. It is most ingenious and can be fixed by just the manipulation of one screw only!

## Gramophone Records for March.

From the popular nature of the titles of Gramophone records for March, I should say

this is one of the best lists issued, both in that respect and in the good recording which predominate throughout all the records. To name a few: "Yeoman of the Guard" (Sullivan) and "Finale 4th Symphony" (Tschaikowsky), by the band of H. M. Coldstream Guards; "Il Bacio Valse" and "Mondaine Valse," by the Black Diamonds Band; "Masaniello" overture, by La Scala Symphony Orchestra; "Of All Septembers," John Harrison; "In Native Worth" (Haydn's "Creation"), Evan Williams; "Molly Brannigan," Plunkett Greene; "Who Is Sylvia?" Horatio Connell; "Serenade" ("Don Juan") by Mons. Renaud; "Life's Gift," Mme. Jones-Hudson; "Ah, Pourquoi suis-je revenue," Mlle. Broby; Lady Maud Warrender has sung two fine selections, the royalties for which she hands to naval charities. Harry Lauder gives us of his usual witty wit in "Mr. John Mackay," and Mr. Bransby Williams recites "The Old Man's Pipe," which I take is a sort of soliloquy to his pipe; a very interesting record this. There are other good records in the list, but I would particularly mention a banjo record, "Sweep's Intermezzo," which is a really enjoyable piece played in excellent style by Olly Oakley. Signor Timini, the new operatic tenor, also figures in this list with four titles—three sung in German, one in Italian.

## The Rena Disc Machines.

The Rena new series of disc machines are characterized by solid construction, beautiful appearance, and at prices which, to say the least, are remarkably moderate. The motors are well made, and built upon a scientific principle which is entirely new to the trade. With the exception of the governor, the whole motor gear is encased in a hermetically sealed metal box, which contains sufficient lubricant for two years—on a guarantee. The matter is really so interesting that I shall take an early opportunity of explaining the Rena motor mechanism more fully.

## Henry J. Wood's Address.

Henry J. Wood, in the course of a speech at

# "STERLING SPECIAL"

GOLD MOULDED

## CYLINDER RECORDS

The record that's half an inch longer than the ordinary Standard size yet will fit all Standard Makes of Phonographs

**GIVES MORE MUSIC AND BETTER  
NO OLD STOCK! EVERY RECORD FRESHLY MOULDED NO OLD STOCK!**

Under New and Improved Methods of Manufacture and of **SPLENDID QUALITY**  
**POPULAR TITLES BY TALENTED ARTISTES—ALL GOOD SELLERS**

**HANDSOME PROFITS** available to **JOBBERs AND DEALERS** who are invited to write for New Catalogue, List of New Titles, Terms, Etc.

**RUSSELL HUNTING & CO.**

SUCCESSORS TO

**THE RUSSELL HUNTING RECORD CO., LTD.**

Cables (Hunting Code) "OBOES, LONDON"

OFFICE AND FACTORY ADDRESS

**17 and 19 Bishop's Road  
Cambridge Heath**

**LONDON, N. E.  
ENGLAND**



## FROM OUR LONDON HEADQUARTERS—(Continued.)

Sheffield last month, addressing 350 members of the Sheffield Festival Chorus, remarked: "Have you all got a gramophone? If not, get one at once, as it is of the utmost educational value to all musicians. In listening to the records of such great artistes as Patti, Melba, Caruso, Plancon, Battistini, etc., you will hear what true, right vocal tone is. As a vocal teacher of twenty-five years' experience, and as a devotee of the great Garcia method, I can assure you of the tremendous value of this invention, and how grateful we vocal teachers are for the aid it gives us in showing our pupils what right and beautiful tone is, especially in the provinces, where it is often impossible to hear the greatest voices. I firmly believe that if all teachers of singing had a gramophone in their studios as well as the finest vocal records, as published by the City Road Gramophone Co., and could let their pupils hear the brightness and ring of good voice production, it would do more to dispel and eradicate our fluty, hooty, breathy, dull, weak English voices than hundreds of pounds spent on useless lessons and in fruitless argument and controversy." In this connection a London firm has had a special series of records made of different voices, which are used in the teaching of correct singing.

**Increasing Demand for Amberol Records.**

The National Phonograph Co. report a continued good demand for Amberol records, of which the first list of British titles—numbering about fifteen—will be ready in April. The company further announce their intention to omit the title announcement from all future records. The Amberol list of English selections will contain some well-known artistes and leading instrumentalists of the day, a feature which should insure an enhanced sale for these now records.

**A Charlesworth Souvenir.**

The effects of Miss Charlesworth, of not-over-the-cliff fame, have been auctioned as mementoes. A gramophone was said to have fetched £9, while

at the last moment a dozen or so gramophone records were successfully made claim to by the lady's sister. She certainly got the best memento.

**The Latest.**

A tortoise shell diaphragm is the lat. st.

**Glasgow Beats New York.**

Glasgow sandwichmen now carry talking machines wherewith to announce the virtues of their wares.

**Noted Artists Heard.**

In the Gramophone list (for March) of operatic artistes, Mme. Melba, Saltzman Stevens and Mr. Whitehill will figure with some new selections.

**E. B. Samuels in South Africa.**

By the time these lines are in print E. B. Samuels will have landed in South Africa. It is his intention to fix up suitable agencies for Odeon and Jumbo records, and at the same time look up the musical instrument trade generally, on behalf of the numerous lines—pianos, organs, and other instruments—which Barnett Samuels manufacture.

**Beka Co.'s World Advertising Pays.**

In a recent interview with your correspondent the Beka Record Co. paid a tribute to the value of advertising in *The Talking Machine World*. In response to their advt. they had had replies and inquiries from different parts of the world, and only just previous to my call, an inquiry was received from a prominent trader in Japan. It all goes to prove that there is undoubtedly a large field for European manufacturers—fertile ground which is amply covered by this paper month by month, which furnishes the best medium for the introduction of talking machine goods.

**Recent Beka Issues.**

Among the recent Beka issues are two very fine banjo selections, "Frivolity" and "Romping Rosie," by J. Pidoux, both very well recorded, as are "Mr. Thomas Cat" and "Dollar Waltz" (from "The Dollar Princess"), by the Beka

London Orchestra, "If I Should Plant a Tiny Seed of Love" and "Then We Went to School Together," both sung with perfect enunciation by Harry Trevor, and "The Dear Little Shamrock," by the Lancashire Glee Singers. In this list are also some good comics and sentimental songs, as well as other instrumental pieces.

**Sunday-at-Home Service by the Gramophone.**

Those who for various reasons cannot attend church have now the benefit of the morning prayer, as prescribed by the Church of England, brought right into the privacy of their home by means of a special series of gramophone records made by the late Canon Fleming. The gramophone "service" is fully choral, in eight sections—each of which occupies four minutes in the delivery—that being the average run of a single record. The whole set may be purchased for £2. There is also a splendid list of anthems, carols and hymns published for use in conjunction with the service.

**Danger of Cinematograph Fires.**

The danger of cinematograph fires, it is said, can now be entirely obviated by the use of non-inflammable films which have recently been invented. One is a specially prepared gelatine film which has many advantages over celluloid, while the other is a special form of cellulose film which is equally non-inflammable.

**Visitors to Leipziger Messe.**

The Leipziger Messe, held March 1-15, will be attended by S. W. Dixon (Gramophone Co.), Mr. Fulton and G. Murdock, A. Vischer (Excelsiorwerke), Louis Sterling (Rena Mfg. Co.), Max Samuel and A. Balcombe (Barnett Samuel & Sons, Ltd.), O. Ruhl (Beka Record Co.), F. Heilbron (Willebald Tweer & Co.), and others, whose names are not to hand.

**Recent Zonophone Impressions.**

The excellence of the monthly Zonophone impressions gives sufficient indication of their popularity and demand at all times. The latest records in point of quality is well up to the Zonophone standard. Here are a few good ones:

# ROYAL APPRECIATION



To H. M. the KING  
OF ITALY



BY APPOINTMENT  
To H. M. the QUEEN



To T. M. the KING and  
QUEEN OF SPAIN



HIS MASTER'S VOICE



To H. H. the KHEDIVE  
OF EGYPT



To H. M. the SHAH  
OF PERSIA

## THE GRAMOPHONE COMPANY, Ltd.

21 CITY ROAD,

LONDON

15 Rue Bleue, PARIS

36 Ritterstrasse, BERLIN

56 Balma, BARCELONA

139 Belleaghatta Road, CALCUTTA

FROM OUR LONDON HEADQUARTERS—(Continued.)

# "CLARION"

FULL-LENGTH  
CYLINDER RECORDS

10-in. DOUBLE-SIDED  
PHONO. CUT DISCS

## MONEY=MAKERS

All Jobbers and Dealers should get into  
touch with us. We can interest you

The First List of the **New 5-Minute Records** Now in course of manufacture

### The Premier Manufacturing Co., Ltd.

81 CITY ROAD, LONDON, E. C.

Accredited Agents  
in U. S. A.

The Portland Talking Machine Co. JOBBERS PORTLAND, ME., U. S. A.

"Soldiers' Chorus," Faust, sung by the chorus of La Scala Opera House, Milan; "La Paloma," ocarina solo by Mr. Tapiero; overture, "Light Cavalry," by the Black Diamonds Band, which also plays a selection from "The Mikado"; "I Don't Care If There's a Girl There," by Fred Vernon; parody on "I'm Wearing My Heart Away for You," sung by Billy Williams; overture, "Poet and Peasant," and "The Apache Dance," by Black Diamond Band, which also gives march from "Tannhauser"; "She Sells Sea Shells" (Wilkie Bard), sung by Herbert Payne and Fred Cooper; "I'm Afraid to Come Home in the Dark," Fred Vernon; and "Tiny Seed of Love," by Walter Miller.

#### To Reform Bankruptcy Law.

The Chambers of Commerce Association is seeking to get a bill introduced into Parliament which has for its object the reform of the Bankruptcy law. It is claimed that the law should be so altered as to make all bankruptcy offenses criminal, the same status applying to any person trading other than in his or her own name.

#### Two Funny Records.

"She Sells Sea Shells" and "Let Me Sing," by the famous Wilkie Bard, are two execrably

funny records on the Jumbo list, which are reaching an enormous demand in England. Barnett Samuels will supply full particulars to traders upon request.

#### Action by Pathe Freres, Ltd.

Justice Hamilton had before him March 26 an action in which Pathé Frères, Ltd. (London), sought to recover from Cedric Percy Ivatts, formerly a director of the company, £1,479, moneys alleged to be due from the defendant to the company. The defendant denied the alleged liability and made a counter-claim for money which he said he had expended on behalf of the company.

Mr. Young, in opening the case for the company, made the statement that Mr. Ivatts, who appeared to have been the active director of Pathé Frères, Ltd., and the Pathé Cinematograph Co. seemed to have been in the habit of obtaining money from the secretary of the company for his private purposes, the amounts so received being debited against him. In 1906 it appeared that these companies, which had been prosperous for a time, were in less affluent circumstances, and an arrangement was come to by which the Compagnie Générale des Phonographes de Paris—the parent company of these two—should take over the assets of both the English companies. In consideration, therefore, the Paris company was to allow 400 shares in its own company, in order to satisfy French law, 300 to go to the Cinematograph Company and 100 to Pathé Frères. A resolution to that effect was passed at a general meeting, but in it there was no mention of a resolution passed at a meeting of the Board of Directors that Mr. Ivatts should be released from a debit of £866 standing against him on the books of the company up to the 29th of April, 1905, on the ground that the money had been expended by him on expenses incurred on behalf of the company. A reappportionment of the shares to be given by the Paris company was made later on, and under that arrangement Pathé Frères, Ltd., was to receive 275 shares and the Cinematograph company 125 shares. On December 17 the Pathé Frères company went into voluntary liquidation in order to have these arrangements carried out. Then the liquidator, as a consequence of his examination of the books, made a demand upon Mr. Ivatts for £1,479, the amount standing to his debit. In reply he received a letter from the defendant denying liability on the ground that he had incurred that liability on behalf of the company and had been released from it by the

directors. It was true, said counsel, that he had been released from £800 odd of that amount by a meeting of the directors—his friends—but that release had never been assented to by a meeting of the shareholders, and so had no validity. In respect of the balance of the claim made against defendant, amounting to over £600, the defendant advanced a counterclaim for expenses incurred by him in taking a flat which was used in part by the company. Among other things defendant said the company used one of the rooms in the flat, especially well adapted for the purpose, because there was no vibration there, in order to obtain cinematograph records from singers and others. The company paid part of the rent for a time, but it now denied that it was liable for the £332 paid by Mr. Ivatts for surrender of the lease of the flat.

Mr. Lush, K. C., on behalf of the defendant, while admitting that part of the money standing to the debit of Mr. Ivatts in the books was given for his personal purposes, submitted that the bulk of it was really advanced by him for traveling and other expenses incurred on behalf of the company. When defendant found that these traveling and other expenses were being put to his personal debit he remonstrated, and again raised the point when the question of the allocation of the Paris company's shares to the two English companies was raised. The defendant then held in conjunction with his brother a considerable number of the shares in Pathé Frères, Ltd., and they could have prevented the arrangement agreed upon being carried out if they had exerted their full rights, but defendant agreed to resign his directorship in Pathé Frères, Ltd., and give up his shares to a firm so as to allow of the carrying out of the arrangement, on condition that he was released from these obligations. Evidence having been called, the hearing was adjourned.

#### Anent Price Cutting.

Alexander Ogden, manager of Russell Hunting & Co., this city, writes as follows: "Dear Sir—In your issue dated February 15, New York, I notice a paragraph headed 'Anent Price Cutting.' I have read this through most carefully and beg now to draw your attention to that portion setting out that Sterling records are being sold at 5d. each. This may be so, but I would especially draw your attention to the fact that those records are from a job lot which was sold by the receiver for the late Russell Hunting Record Co., Ltd., of 15-17 City road, London, E. C., and are in no way, nor yet are we connected in any way with those cutting prices. As you are perfectly aware, the business assets of the late Russell Hunting Record

### Talking Machines, Records and Accessories of Every Description

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

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

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

#### OUR SPECIALTIES ARE

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

Lists and all particulars free on demand.

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

### MELOGRAPH DISC RECORDS CO., Ltd.

22 SIR THOMAS ST., LIVERPOOL

The finest double-sided 10-inch Disc  
Records on the market, 2/6 each.

Compare them with any other make at any price.

Write for Lists and Samples.

### Talking Machines Records and Supplies

Export a specialty. Shippers are  
requested to state their require-  
ments.

American Talking Machine Co.  
31 Tabernacle St., London, England



FROM OUR LONDON HEADQUARTERS—(Continued.)

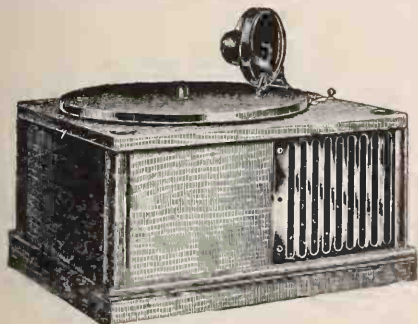
Co., Ltd., were purchased by Mr. Russell Hunting, and the writer and we are now manufacturing Sterling records under an entirely new and improved system, which I may say has so far given every satisfaction to the general public and we are daily receiving letters of congratulation upon the quality of our goods.

"I would ask you to give this letter publication in the next issue of The Talking Machine World, so that the public, dealers and factors may be made aware of the fact that these records which are being sold at cut prices are not of our manufacture, nor yet are we ourselves in any way connected with the vendors of this old accumulated stock that is now on the market.

"We have taken the precaution and we specially advise you that we have affixed to the lid of every box containing our newly molded cylinders a new label and a certificate which clearly defines our goods from this job lot, this being done solely for the purpose of protecting the consumers of the cylinder goods that they may know the genuine Sterling record against the cutting job lines which are now upon the market."

**A New Hornless Disc Machine.**

A new hornless disc talking machine has been introduced into this country by Richard Bogel, 42 Queen Victoria street, E. C., which is called the Eufon. It is manufactured by the Eufon Co., Ltd., Buda-Pesth, and is the invention of Mr. Presster, its principle being "wood reso-



THE "EUFON"

nance." The chief feature of the Eufon is its compactness. Its shape is oblong, 1 ft. 2 in. long, 10 in. wide, and 7 in. high. On the top is the revolving table (capable of taking 12 in. records), and an aperture in which the sound-box is placed. In the front, occupying about half

# The Patent "Flex" Diaphragm

**More Music — Less Scratch** The Loudest and Most Natural Reproduction Yet Obtained.



For Edison "C," "H" or Columbia size, with crosshead complete, post free 2/ or 50c. A LITTLE MARVEL



For "Exhibition" Sound-box, post free, 4/ or \$1.00 Together with Needle Tension " " 5/ or \$1.25 VERY LOUD, MELLOW AND SWEET

Patent Needle Tension Attachment For "Exhibition" Box Makes All Needles Louder Post free with instructions, 1 6 or 38c.

This little Attachment is most simple and effective and involves no alteration to the sound-box whatever. Detached in a few seconds. Decidedly increases volume and detail of reproduction. Specially good with Fibre Needles.

Testimonials and Repeat Orders from the World Over.

Particulars **DAWS CLARKE** 5 Longford Place, Longsight, MANCHESTER, ENGLAND || TRADE SUPPLIED

its width, is a brass grille, through which the sounds emanate. These are carried from the diaphragm through the tone arm (which is only 9 in. long) and aperture and into the portion of the case which is separated from the mechanism by a sound-board tapering from the aperture to the width of the brass grille. There is absolutely no horn whatever, and the whole can be packed into a wooden case 17 in. long and 16 in. high, this leaving room for the special case containing the soundbox. As there is no horn the diaphragm has necessarily to be larger than

usual. In this case it is 3 1/2 in. in diameter, and special attention has been paid to this very important part of a talking machine. Owing to the extra length of the portion that holds the needle a bridge is placed across the diaphragm which gives the necessary firmness. To suit the convenience of colonial buyers a smaller size has been made, viz., 11 in. long, 6 1/2 in. high, and 8 in. deep. The tone of this instrument is powerful, of good quality, and there is a gratifying absence of scratching. The new instrument is attracting quite some trade attention.

## TRADE REPORTS FROM THE PROVINCES

### MANCHESTER NOTES.

Manchester, March 3, 1909.

In Manchester and district it was generally anticipated that trade would open out considerably after the Christmas holidays, but, so far, there has not been very much to warrant this opinion. The business generally, with most of the retail houses, has been of a steady and careful description, not sufficient, however, to make up for the past bad season. It is recognized in many quarters that although the summer season may be a fair one, trade will not resume its normal capacity much before the fall of this year.

At Messrs. Duwe's, High street, trade has been steady, and a large number of small orders have been received, showing careful buying. We understand that it is Mr. Duwe's intention to cross over to the States about April next. He will

probably get in touch with some of the largest houses there, and no doubt business will result to mutual advantage.

At Messrs. Burrows', trade has kept up very well, and Mr. Burrows expresses himself as highly pleased with the sales in Apollo machines, for which he is the sole wholesale factor in Manchester. The other goods, such as Zonophone, Twins, Pathé, etc., are also having fairly nice sales.

As mentioned in our last issue, Messrs. Richardson, of Manchester and Liverpool, have opened up very extensively in Blackburn and Burnley. Having purchased the business recently carried on by Mr. A. Greenwood, they will carry complete lines of Edison, Zonophone and Twins, and as their premises are practically next door to the railway station in Blackburn (No. 1 Railway road), it will be most convenient for dealers who cannot spare the time to go to Manchester or Liverpool for their supplies.

At the "Colmore Depot," 261 Deansgate, Manchester, business is reported by Mr. Davies, the manager, as having been exceptionally good until just recently. Like others, they are experiencing a slight falling off, but, generally speaking, they are satisfied with results up to date. Their principal lines are Clarion and Pathé goods. In each case they hold a large and comprehensive stock, factoring also the Apollo disc machines, besides cabinets, etc., of various other makes. This "Colmore Depot" is a branch of the Birmingham house, Birmingham being the headquarters of the company. Mr. Davies is looking forward to the arrival of the first batch of the 200 thread Clarion records, and anticipates good sales. He handles a good range of sundries and accessories for the wholesale trade alone.

### LEEDS NOTES.

Leeds, March 4, 1909.

In the Yorkshire district business has kept rather steady, although sales have not been up to expectations.

Messrs. Appleton have now settled down in their new warehouse in Aire street, and their premises are very commodious for the business they have in view, consisting of three well-lighted floors, with plenty of space. They are enabled to departmentalise the various goods. They have recently taken up the agency for the new "Rena" machines and records, and anti-

**Our whole organization is directed to enable you to PLEASE YOUR CUSTOMER**



**WE** are better equipped for the prompt execution of your orders than most other factors in the U. K.—particularly **ZONOPHONES and Genuine Edison Goods AMBEROL RECORDS, Etc.**

Our long experience in the trade and the huge stocks we carry enable us to give immediate delivery of all the latest types and titles and build for you a reputation for pleasing your customer—the best sales stimulant you can have.

SEND US A TRIAL ORDER TO-DAY

**BROWN BROTHERS, Limited**

22, 24, 26, 28, 30, 32 and 34 Great Eastern Street

**LONDON, E. C.**

Wires: "Imbrowned," London

Phone: 3700 London Wall (5 lines)

Northern Depot: 271-273 Deansgate, Manchester



## FROM OUR LONDON HEADQUARTERS—(Continued.)

pate a good trade in them a little later on. Messrs. Appleton consider that their action in concentrating both the Bradford and Leeds stock in one warehouse, as they have done in Aire street, will be advantageous to the dealers all around the district.

At Messrs. Scott's business was reported as moderate in volume, and although orders were slightly less than last year, in bulk, the numbers of them appear to considerably increase.

Messrs. Hilton & Co. report that they have in view several clever inventions connected with the talking machine industry, and no doubt in our next issue we shall be able to give our readers further particulars.

The Record Phone Co., Thornton Arcade, and Messrs. Jenkins, Queen Victoria street, report business as normal. Mr. Jenkins is apparently doing well in a new line of cabinet machines which he has placed upon the market. They appear to be nicely made, and Mr. Jenkins hopes that now he is manufacturing his own goods, to be more prompt in delivery than hitherto.

The Magazine Holder Co., Cardigan road, report an extraordinary good season in cabinet goods. The demand has been such that, for some considerable time, they have had to work night and day. They are now, however, getting through the bulk of their contracts, and Mr. Bleakley, the manager, is most enthusiastic about future prospects.

Mr. Kaiser (Messrs. Langes, successors) has been hustling round the North very much lately. Several good accounts were opened, and he has great expectations regarding the future. The proprietors of the Grand Central Hotel in Leeds recently purchased a £45 Klingsor. This, after carefully comparing with others, shows that Klingsors will sell. It is a magnificent instrument and gives exceedingly good results. We understand that several of the largest hotels in the North have ordered similar machines, so that

Messrs. Langes are to be congratulated upon the headway they are making.

## LIVERPOOL NOTES.

Liverpool, March 3, 1909.

In Liverpool trade is not as busy as was expected by any means. The depression is still hanging over the city to a very considerable extent, and although there are faint signs of a revival of business, at present it is hardly worth mentioning.

In the wholesale trade, Messrs. Johnson report business as steady. Trading principally with the musical instrument dealers, the trade is not quite so precarious as with the bicycle agents, and the consequence is that business continues on much steadier lines with them than if they dealt with the latter class of people. They have also added to their talking machine business several good lines in musical instruments, which are, we understand, likely to be in fairly good demand.

At Messrs. Thompson, Helsby & Co.'s Pathé sales still predominate. Business is reported here as moderate.

At Messrs. Archer & Co.'s sales are uneven—one day perhaps really good and the next day poor. Mr. Archer, however, is very optimistic about the future, and believes that, as there is likely to be a revival in Liverpool of the principal industries, it will no doubt benefit trade in due time.

The Melograph Disc Record Co. have succeeded in obtaining a large order they had in view for export, and this will keep them busy for three or four months to come. Home orders, however, are very slow.

The Reliance Co. have closed up their depot, which they opened a short time ago, in Paradise street.

Messrs. Cramer & Co. report sales as steady. Their class of customers, however, are not affected by the depression, like those of some of the smaller shops, as they do a very high-class trade.

Messrs. Richmond Jones, in Bury street, have on view a nice display of Klingsor and Pathé machines, etc.

We regret to say that Jake Graham, of Renshaw street, has been on the sick list for the past three weeks, suffering from a severe cold internally. He has had to relax his attentions from business somewhat, and it will be some little time before he is at the helm again.

Mr. Cundle, of Lime street and Paradise street, concentrates upon Edisons, Zonophones and Twins. So far business with him has not been so good as in previous years, and at the present time he is experiencing, like so many other dealers, a slight lull.

From reports, generally, in Liverpool and district, we understand Clarion records have been selling very extensively.

There are one or two firms, who shall be unmentioned, in Liverpool, who seem to delight in cutting prices, not only in records, but in other goods also. For example, we saw ticketed in one shop window a reproducer which the usual trade price is £1, at 11½s. retail, and also several other articles in a like manner. We are sorry to say that where this occurs, it is in houses where they make the talking machine business a side line for two or three months only. Having got over the winter, from November to February, they then clear off everything they have in stock, irrespective of what the cost may be, or the detrimental effects caused to others in the business.

One or two houses in the talking machine business have also at the present time clearance sales, and it appears to us that this kind of business does more harm than good to the trade. Where a town like Liverpool should be an example to the trade in other districts for honest and upright dealing, it seems that its normal stability is lacking in many cases to obtain fair prices for business done,

## FOR UNIFORM LAWS.

Federation Formed to Bring About Better Understanding.

The desirability of more uniform legislation in the different States has led the National Civic Federation to start a movement toward conformity. A committee, with John Hayes Hammond for chairman, was selected this week to undertake the organization of a council of 100 members to further the object in each State.

The Federation has issued a statement on the subject which quotes extracts from a speech by Prof. Edwin R. A. Seligman, of Columbia University, pointing out the national and international character, which the business of the United States is assuming through the operations of the railroads, the telegraphs and the banks. Quotations from an address by Elihu Root at Albany in 1906 emphasize the fact that an increasing burden is being thrown on the national Government. The statement says:

"The continued existence for eighteen years of the annual conference of Commissioners on Uniform State Laws, created by the different States at the instance of the American Bar Association, shows that the State executives and legislatures are fully alive to the importance of this subject. The last-named organization has been instrumental in securing the passage in thirty-five States of a uniform negotiable instruments law and is promoting other commercial measures, including a uniform food law to conform to the national law.

"This necessity for uniform legislation is further illustrated by the proceedings at the annual meetings of the National Association of the State Attorneys-General and of the State Labor Commissioners, Insurance Commissioners, etc.

"The development of the nation and the changes in conditions brought about by that development have emphasized the harmfulness of the incongruities in the law, adopted as they have been without any attempt at uniformity in regulating the same subject matter."

## NOTED VISITORS TO "T. M. ROW."

It has been a long time since Henry J. Hagen, manager of the recording laboratory of the Universal Talking Machine Mfg. Co., Newark, N. J., has been a visitor in "talking machine row," Chambers street, New York. Monday, however, was the occasion for one of these rare calls, and as Henry is one of the most popular men in the trade he received a warm welcome. Another distinguished artist in the row at the same time was Cal. Stewart, the unique philosopher of Punkinville, who is now known everywhere via the records. Last Wednesday Cal. started in a vaudeville sketch, going to the Coast and into the Yukon country, and will not be in New York again until September.

## SUIT OVER HORN INFRINGEMENT.

The case of Kaiser against General Phonograph Co., which appeared on the calendar of the United States Circuit Court, equity part, New York, Tuesday, means that Lipman Kaiser, director of the talking machine department of the S. B. Davega Co., of the same place, has commenced suit to sustain the validity of his wooden horn patent, which he claims the defendants are infringing. It is probable the case will not be reached until next week for a hearing, as the calendar is of unusual length.

Hot air will keep things afloat sky high for some time, then it gets chilled, contracts and becomes heavy, and then there's an awful drop.

Our credit is always good when we want to borrow trouble.

The children are your most discerning customers. Every child well treated means a grown-up friend for your store,



**THE STROH VIOLIN**

A Novel Instrument Possessing a VIOLIN TONE of Great Beauty and Remarkable Power.

**INVALUABLE IN SMALL ORCHESTRAS.**

These instruments are used by all the leading Talking Machine Companies and we have a special proposition to make to Musical Instrument Dealers.

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

A Descriptive Booklet free on application to the **SOLE MAKER**

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



**TRADE NEWS FROM GERMANY.**

Little of an Encouraging Nature to Report—Business Not Over Active—Demand Is Principally for the Better Class of Goods—German Government Refuses to Participate in London Exhibition—Beka Co. Will Maintain Record Prices—Sauerlandt Waxes in Demand—The Condo Needle—Activity With Fritz Puppel—Doing Big Export Business.

(Special to The Talking Machine World.)

Berlin, Germany, March 1, 1909.

Regarding the talking machine trade in this country there is very little of an encouraging nature to report except as relating to the larger concerns. Very few new styles of machines are being produced, as the demand is small, the record business keeping the dealers going.

Just at this time the sale of talking machines and allied lines have suffered considerably through the fact that a number of towns have placed a tax on automatic instruments in an effort to swell the local treasuries. As this tax is heavy, the landlords, etc., have been deterred from purchasing such instruments to an even greater extent than the amount of the tax warrants.

The German government has positively declined to participate officially in the "Imperial International Exhibition of the Choicest Products of the World," to be held in London this summer, and it is stated that the French, Italian, Dutch and Belgian governments have adopted a similar course. As England does not stand very high in the estimation of German manufacturers, for obvious reasons, it is unlikely that there will be many individual exhibits made by them.

The Beka Record Co. emphatically deny the rumor that they contemplate reducing the price of their records and regret exceedingly that such a report got abroad. Their recent great improvements have added to rather than detracted from the value of the records, and the old price is still and will be maintained.

E. Sauerlandt, of Flurstedt, whose master-waxes for both disc and cylinder machines are well known throughout Europe, declares that despite general conditions the demand for his waxes indicates that the recording and record-making goes on uninterrupted and is on the increase.

The Condor needles, the "natural needle" made by Jos. Zimmermann, in Aachen, are meeting with continued success, owing to the excellent reproduction possible with them and the fact that each needle is fully guaranteed by the manufacturer.

Excelsior machines are selling very well, according to the manufacturers, the demand this season being greatly in excess of the past year's record. The aim is to give a first-class machine

at a fair price, and it appears as though the Excelsiorwerke had succeeded. The loud-tone sound-box has proven especially popular with proprietors of large halls and outdoor resorts.

Fritz Puppel, G. m. b. H., of 35 Bouché street, this city, are rapidly forging to the front rank of German talking machine manufacturers. They make a specialty of low-priced disc and cylinder machines for export and exploit the line by means of a catalog in four languages, sent gratis upon request. They make a strong line of automatic machines according to American systems, all parts of which are made in their own factory. The Puppel talking machines are well known all over the world, and especially in this country, and the progressiveness of the firm makes their success well deserved.

**FROM THE CITY OF CULTURE.**

Talking Machine Trade for Spring Has Opened Up Briskly—Columbia Co. Move Into Their New Store on Tremont Street—Enormous Demand for Grand Opera Records—Iver-Johnson Co. and Hallet & Davis Co. Are Featuring Victor Records—Fitzgerald Sells a \$1,050 Victor Outfit—New Edison Dealers—Some Recent Visitors.

(Special to The Talking Machine World.)

Boston, Mass., March 9, 1909.

Spring trade in the talking machine stores in Boston is quite brisk, and each week makes things brighter, for money seems easier and trades are being made right along on the higher priced goods among the best grade of people.

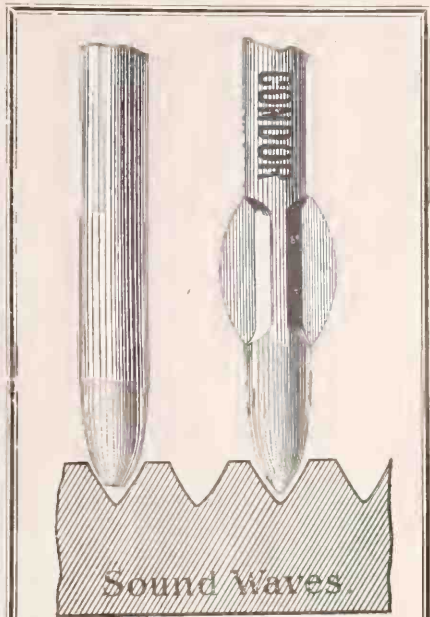
Manager A. C. Erisman, of the Columbia Phonograph Co.'s establishment here, who has just come from Detroit, Mich., says: "I have been very greatly surprised at the way the wealthy people here in Boston are buying talking machines. It is an entirely new trade that has been developed within the past three years. There has been a dropping off among the poorer class of people, but this will all come back later."

The Columbia Phonograph Co. have moved into their fine new store further down Tremont street, nearer Boylston, and it is a big improvement in every way, both in the matter of location and space, and accessibility and convenience. The company now occupies two entire floors of the building, and have arranged four fine record rooms and one large room in which nothing but grand opera records are shown.

"I have been amazed at the enormous amount of grand opera records that are being sold here in Boston," says Manager Erisman. "Why, the people seem fairly to eat them up, so large is the sale. Boston must be grand opera crazy. The most remarkable thing about our business, however, is the enormous sale we are having on the Columbia indestructible records. And we have established a number of new agents, too. You may say that business with us is booming."

The Victor line is being boomed here in town this month for the Iver Johnson Co., who have taken it on. The Hallet & Davis Piano Co., who are remodeling their building, will add a Victor department. They are now stocking up.

At the Eastern Talking Machine Co. it was reported this week that salesman W. J. Fitzgerald has broken the high-record sale which has been held for 11 years by one other member of the force. This week he sold to President Lucius Tuttle, of the Boston & Maine Railroad, a Victor Victrola and outfit of records that totaled \$1,050.



**CONDOR**

is the

Only Needle in the World having

Each Point Warranted

therefore

Best Reproduction

No Ruin of Record

Sole Manufacturer

Jos. Zimmermann  
Needle and Pin  
Works

AACHEN, - GERMANY



**MR. RECORDER,** do you know my **WAX "P,"**  
the best existing recording material for Berliner-(Gramophone-) cut?  
If not write for free sample to

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

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

and expects to sell him many more records. At the last Victor concert held by this firm there was only standing room left. The new style Victor 3 and Victor 4 have arrived and are meeting with good demand.

The International Paper Co., at Manchester, N. H., are now agent for the Eastern Talking Machine Co.

Herbert W. Royer, the Victor traveler, was here this week, and Jack Gately is reported as up in New York State selling Victors like hot cakes.

Marion Dorien, formerly manager of the Columbia's London office, and now assistant general manager, was in Boston last week and was greatly pleased with local conditions.

It was reported here last week that John O'Neil, of Lawrence, Mass., and Mr. Seavey, of Haverhill, Mass., are to take on the Edison business commercial machine.

At the Pike Talking Machine Co. a big business was reported on the Amberol.

L. H. Barbor, of Brattleboro, Vt., was a visitor here this week, coming down to see the automobile show.

### HERE AND THERE IN CINCINNATI.

**Favorable Trade Reports—Some Clever Publicity in Connection With the "Merry Widow" Opera at Wurlitzer's—Manager Dietrich's Report—Many Victrola Sales—Wurlitzer Become Regina Jobbers—New Disc Record Album Introduced—Other Comments.**

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

The trade report a good showing for February and early March. Improvement is one of the noticeable things about last month's trade over that of January. This fact is taken to mean that industrial conditions are slowly getting better. The workingman are not yet strong factors in the way of buying machines or of indulging in new records. For this reason the volume of instalment business is not so large by a good deal

as when better times were with us. The number of cash sales are in the majority, and this leads to the conclusion that the higher grade goods are selling to the people who have surplus cash for luxuries. While the cash end of the business is satisfactory, yet the dealers are anxious to see the day when the instalment trade gets more lively. The outlook is considered fine for a good spring business in both records and machines.

Manager S. H. Nichols, of the Columbia Phonograph Co., was seen last week just before he left the city for a trip among the dealers in his territory, and speaking of trade conditions said: "The showing made by February over that of the February of 1908 is large, and confirms our opinion expressed before that the good times are now upon us. There was an increased sale in both records and machines. The month also shows slight improvement over January, which month also made a fine increase over the same month of last year. The better grades of goods are in demand, but when the silent factors of trade become strong again I am convinced that we will do an even larger trade than ever before. This month will show an increase like other months. Local retail trade is not as large as desired, but holds promise of improving right along this spring. Wholesale trade on the other hand is splendid and is making a steady headway each month."

E. N. Price, district manager of the Columbia commercial machine, was a caller upon Manager Nichols last week.

The Wurlitzer house was the scene of a romance this past month, and the staging of the plot was in the talking machine department. It all happened when Miss Josephine Ressler, saleslady in the talking machine department, gave ear to the whisperings of Dan Cupid, who was impersonated in the traveling salesman for the department, Irwin Levi. The couple were married February 20, and the following Monday morning, when the Wurlitzer salesman and employes learned of the event there was a rousing reception in store for the couple when they ap-

peared at the warerooms. The girls of the house have been a-flutter with excitement ever since, wondering who will be the next victim of Dan Cupid, and secretly hoping that it will not be the other girl.

The Wurlitzer house was the favorite stamping-ground of "The Merry Widow" play company while here two weeks ago, filling an engagement at the Grand Opera House. The entire company while on a visit to the Victrola department consented to pose for a photograph, the Victrola being the central feature of the picture. Other pictures of the stars of the company, Miss Rosemary Glosz and George Damerall, were taken while listening to the Victrola. A testimonial from the charming star of this fascinating opera was received by Advertising Manager Page. It reads: "I think your Victor-Victrola simply splendid. What joy for a home circle to be able to listen to the real voices of the great opera artists. And all of our beautiful 'Merry Widow' music, too. Is is not wonderful? I must have a Victrola of my own. Appreciatively yours, Rosemary Glosz."

The smaller dealers report a quiet trade, but look for this month to bring about an improvement in the demand for records and machines. Spring outlook is considered splendid.

Manager Dietrich, of the Wurlitzer talking machine department, had this to say regarding trade conditions: "While the business during the month of February has not showed any sensational developments, the outlook is extremely satisfactory. The features during February were the sale of 'Victrolas' and 'Red Seal' records. The demand for these lines has grown greater. In Edisons the instalment business has shown a wonderful increase. This means a great deal more to the small dealer than it does to the big houses, because the 'Red Seal' and the 'Victrola' trade keeps us busy, while the small dealer naturally must look to instalment sales and medium-priced machines.

"Another feature was the big demand for Taft records during the last few weeks. The President is a Cincinnati man, and the Cincinnati

# BEKA RECORD

## The Best Disc In the World

The Largest and Most Comprehensive  
Repertoire in



German	Danish	Tamil
English	Arabian	Malayan
French	Turkish	Burmese
Italian	Chinese:	Hindustanee:
Russian	Swatow	Urdu
Polish	Guakau	Marathi
Spanish	Pekinese	Gujarathi
Portuguese	Shansinese	Hindi
Hungarian	Kiangnanese	Tarsi, and 15
Dutch	Cantonese	other dialects.

**REPERTOIRE ALWAYS UP-TO-DATE**

For terms, etc., apply to

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

Sole Agent for Great Britain and Ireland:

**O. RÜHL, 77 CITY ROAD, LONDON, E. C.**



public are loyal to him, and the different schools put on recitals for the 'Honor of the Day.' This activity has resulted in some very good advertising for the Victrola."

A notable change has been made on the first floor of the Wurlitzer establishment. The five rooms which were formerly divided into demonstrating and display rooms for talking machines and music boxes are now Victor record sales-rooms. Each room contains a Victrola, a high-class Reginaphone and several of the largest styles of Victor machines.

A number of Victrola sales have been traced to this arrangement during the last several weeks. The owner of a Victor II or Victor III has been known to buy records which are demonstrated in these rooms on the Victrola or a large style Victor machine with a wooden horn. After the salesman demonstrated the good qualities of these more expensive machines the customer is easily approached with a view of getting his order in exchange for his old machine.

The Wurlitzer Co. also have perfected a plan for carrying an additional stock of records on the first floor to facilitate matters, thus giving the talking machine department twelve individual demonstrating rooms. The Cincinnati public are going to appreciate "Red Seal" records more than ever. At a fashionable wedding, which will take place in one of Cincinnati's exclusive clubs on March 17, the Auxetophone will be used to entertain the guests at the banquet accompanied by an orchestra.

The Rudolph Wurlitzer Co. have been appointed by the Regina Co., who make the Regina music boxes and Reginaphones, jobbers of their goods. The Wurlitzers will distribute these goods from both their Cincinnati and Chicago warehouses. They have begun an active advertising campaign, in which they suggest the Regina music box as a profitable side line for talking machine dealers. They also call special attention to the fact that they are the Regina Co.'s only jobbers.

The disc record album which the Rudolph Wurlitzer Co. have placed on the market is meeting with a flattering reception from the trade, who are ordering in large quantities. Their album is in the shape of a book with six leaves, each divided into two envelopes of a very stout and durable green fiber. A circular opening in the center shows the title of the record, etc. The album is very substantially bound in olive-green cloth and presents a highly attractive appearance and will wear well. There is an index on the outside binding on which the records are listed. The idea back of this "New Idea" book is that it insures systematic filing, ready access and protects the records from dust and grit. It is certainly a clever scheme for Red Seal record owners, since it enables them to segregate their records. They can have a Caruso album, a Farrar, a Schumann-Heink, etc., etc. Enlarging on the same thought, others will have their band and orchestra albums, their popular song hits, duets, etc. Another advantage is that the album may be kept in the book case, along with other books, thus carrying out the popular idea of a library of talking machine music. The Wurlitzers have patented their "New Idea" disc record album, and are acting as sole distributors to the trade.

It is better to lounge in the house of a probable customer than in the barroom of your landlord.

## AN EARNEST WORKER

Is Roy J. Keith, Who Has Accomplished Much in the Talking Machine Field Since He Joined the Forces of the Talking Machine Co., of Chicago—Has Charge of Sales.

(Special to The Talking Machine World.)

Chicago, Ill., March 6, 1909.

Roy J. Keith, whose genial countenance is shown in this connection, is a young Chicago talking machine man, who has accomplished much in a short period of time, and is demon-



ROY J. KEITH.

strating the fact that a college education is a valuable asset in business if used in the right way. Mr. Keith went on the road for the Talking Machine Co. two years ago. He had been a fellow student with General Manager A. D. Geissler at Leland Stanford University. The latter not only liked Keith but recognized his ability, and when the opportunity came of renewing the association in a business way he was quick to seize it. Mr. Keith was equally glad to take advantage of the offer and to enter a business which he had investigated and had become vitally interested in. After some little time spent in the stock room and shop he was sent out by Mr. Geissler on a short road trip. He made good from the start, as the result of an unusually pleasing personality and the ability to present his proposition in a concise and forceful manner. When Virginius Moody, who had charge of city sales, resigned to go to the D. & E. Export Co., New York, Mr. Keith took the position and was later given charge of general sales and traveling men. He is an earnest and enthusiastic worker and has earned his rapid promotion.

Never get cornered by people who feel smart. In a quiet way corner them if you can, especially if it be a business point for you.

## DYER ON NEW COPYRIGHT LAW

Says That Besides Its Obvious Unconstitutionality It Contains Provisions That Are Harsh and Unjust—Horace Pettit Will Not Express an Opinion.

Frank L. Dyer, president and general counsel of the National Phonograph Co., Orange, N. J., expresses himself to The World as follows on the new copyright act:

"On the subject of the new copyright law, entirely aside from its wrong principle and, I believe, its obvious unconstitutionality, it contains provisions that strike me as being harsh and unjust; notably, the requirement that royalties shall be paid on all records manufactured using copyright music, whether those records are sold in the United States or foreign countries, whether they are never sold at all, or whether, if sold, they are returned by jobbers and dealers. Such a provision must strike anyone as being oppressive and unfair, but when we consider the almost indecent haste with which the bill was rushed through Congress, it would not be natural to expect anything different.

"As to what effect the bill will have on the phonograph industry I am not able to predict, but as it does not become effective until July 1, much can happen in the meantime. I am very strongly of the conviction, however, that before the talking machine business is to submit to any hold-up, the courts will first have to say that this legislation is constitutional, and I shall be interested to know in what way it will be maintained that the progress of American musical art is being advanced, as is necessary for any valid law on this subject under our constitution."

Horace Pettit, Philadelphia, Pa., general counsel for the Victor Talking Machine Co., Camden, N. J., writes The World as follows: "I prefer not to express any opinion at this time regarding the new copyright act, as I have not as yet had time to thoroughly consider the same in all its phases."

## NEW FRENCH TARIFF ON TALKERS.

It is Proposed to Increase Duties in a Measure Now Up for Consideration.

The new French tariff bill, about to be introduced in the Chamber of Deputies, places a maximum duty of \$18 and a minimum rate of \$12 per 200 pounds on talking machines and talking machine supplies. The latter figure will prevail with nations granting trading concessions to France. The measure was prepared by a commission of the Chamber of Commerce after laboring two years.

## BUYS OUT ALFRED WEISS.

P. A. Powers, of Buffalo, N. Y., proprietor of the Talking Machine Co., Rochester, N. Y., and the Excelsior Phonograph Co., New York city, and who has been in New York for the greater part of this week, has bought out Alfred Weiss, of this city.

It is the first discredited note that does the damage. If there is never a first protest there can never be any danger, and your credit will always be gilt-edged.

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

(35 BOUCHÉ ST., BERLIN, S. O.)

Manufacturers of the most preferred and cheapest

**DISC TALKING MACHINES AND PHONOGRAPHS**

**PUPPEL MACHINES INSURE BEST RESULTS**

Exported to all Countries of the World

**On Automatic Machines, American Systems, ALL Parts are made in our own Factory**

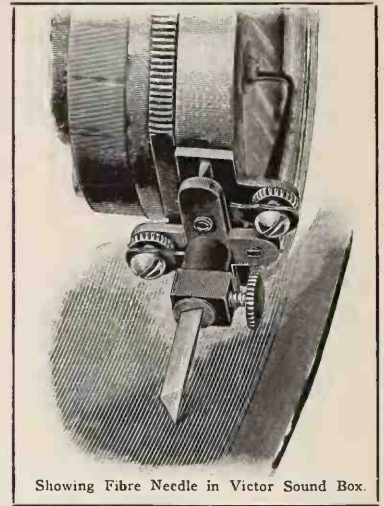
Catalogues in Four Languages sent gratis post paid

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# Preserve Your Records FOREVER

NO SCRATCHING—NO RASPING  
NO BLASTING



Showing Fibre Needle in Victor Sound Box.

## A Revelation in Sound Reproduction

Handled by the largest Jobbers and Dealers in this country.



Responsible for the sale of hundreds of machines.

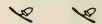
“B. & H.”

# Fibre Needles

FOR

## DISC RECORDS

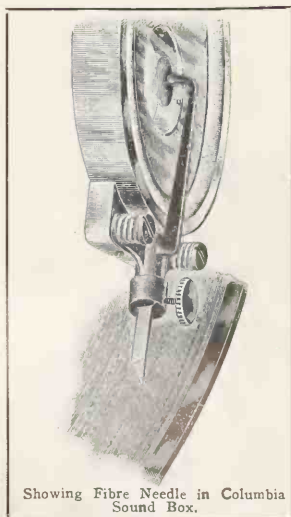
Used exclusively by thousands of enthusiastic customers.



Responsible for the sale of thousands of records.

Patented in United States and Foreign Countries

### WE CAN PROVE EVERY CLAIM WE MAKE



Showing Fibre Needle in Columbia Sound Box.

Samples and details on application.

## “B. & H.” Fibre Manufacturing Co.

208 EAST KINZIE STREET

CHICAGO



## TIMELY TALKS ON TIMELY TOPICS

When Sembrich, the famous diva, in her "farewell" appearance in grand opera, bid her good-bye "forever and a day," at the Metropolitan Opera House, New York, recently, with the understanding, of course, she would appear in concert next year, one of the leading critics, in his story of the historic occasion, observing her magnificent voice would not be heard again until then, eloquently remarked, "Now for the talking machine!" These are the only records of her splendid vocal powers, and her many admirers must, perforce, rely upon the records for their pleasure in the interim. Truly, the talking machine record has come into its own!

It was supposed that when the National Phonograph Co. announced their readiness to grant special licenses to Edison jobbers and dealers for the sale of second-hand or discontinued machines, the applications would run into the thousands. The contrary happened. The company were prepared to issue an unlimited number, if required, but instead, the ultimate number did not exceed five hundred. In other words, there are not so many machines of this description in the market as was represented or even anticipated. As one in a position to know described the situation, "The ultimate results were not only surprising but very gratifying. In the first instance, a machine that has been used for some time is really better than a new one, as the parts have been tried out to such an extent that the mechanism runs smoothly, which is true of every piece of machinery. Then, again, knowing the high quality of Edison construction, dealers are perfectly justified in overhauling such goods and reselling them as first-class in every particular. This is really no misrepresentation, and it proves that second-hand Edison machines are a negligible quantity in the market, and that in so far as they may be a hindrance, the charge to the 'profit and loss' account has been somewhat exaggerated. In other words, the so-called clamor for the privilege of selling these machines at less than the contract price is something of a 'mare's nest.'" Of course, there has been no objection on the part of the National Phonograph Co. about granting these licenses, but the unexpected happened. That's all.

In Florence, Italy, one day last month, Matthew Andrews, Cleveland, O., the right-hand man of the late Senator Mark A. Hanna, and of the firm of M. A. Hanna & Co., of that city, in speaking of business conditions in the United States, said: "I think we are beginning the most successful period of American finance," and of the marvels of wireless telegraph he made this comparison: "The wireless is, next to the talking machine, the most marvelous thing in the world." Those who rightly appreciate the wonderful advances made in sound reproduction, as typified in the talking machine record, are of the same opinion.

Here is an observation by Hy. Eilers, the well-known Pacific Coast piano and talking machine dealer, that is of more than passing interest, to wit: "The talking machine trade has kept up wonderfully well, and the fact that this makes for splendid cash returns and very short time paper is the reason why dealers are devoting more and more energy to it all the time. The danger, however, is that establishments get overloaded with records. Too much of the profits go back into dead stock, and it takes mighty keen and watchful management to prevent this." Possibly there are others of the same mind. At least current trade news would seem to bear Mr. Eilers out in his shrewd criticism.

Elsewhere is printed the particulars of a million-dollar order placed with the Columbia Phonograph Co., General, for the China trade. For an American company to sell such a bill of goods, probably in the face of competition on the part

of the entire world, is a great compliment to the quality and standing of our product. The machines and records enter a portion of that mysterious empire heretofore closed to open trade, so that the compliment is of double significance.

The conferring of brevet business titles by The World in a complimentary spirit is taken exception to, apparently, by associates. In other words, so carefully—and with intelligence—are its pages read that the slightest slip in the pen as to nomenclature or position or attitude or expression of opinion is critically weighed and judged. The World aims to be accurate in all things, and if an error is made occasionally in this particular respect it is to be credited to the head and not to the heart. The magnificent constituency of The World is never regarded excepting in a spirit of entire friendliness—a sort of "brotherhood of man," as the socialistically inclined are wont to express it; and when a designation is employed that may be flattering to the recipient, but not wholly in consonance with the official title, the "offense," if such it may be termed, is applied in the nature of an uplift and not as an invidious distinction. Sabe?

When the case involving the validity of the Berliner patent (Victor Talking Machine Co. against Leeds & Catlin Co.) was argued in the United States Supreme Court, it was hoped a decision would be handed down on the reassembling of that august tribunal after the usual mid-winter recess on February 23. As yet, however, the court has failed to signify its findings, and possibly as this issue of The World comes off the press word one way or the other may have come from Washington. That the trade is eagerly awaiting this opinion is only too evident from the many inquiries being made, and the anxiety is not confined to this country alone. Foreign manufacturers are very much interested, and it is safe to say the entire trade will be greatly relieved when the Supreme Court has made known its attitude in this litigation long drawn out.

"Dubbing" cannot be considered a fine art by the veriest stretch of the imagination. No matter how the courts may decide the case now before them, it is a practice that should be more honored in the breach than in the observance; morally speaking. The Columbia Phonograph Co., General, have taken up the cudgels in the effort to protect their own property against its wilful appropriation by others in this process of "dubbing." The case, which was given a final hearing on March 4 before Judge Chatfield, in the United States Circuit Court, Brooklyn, N. Y., is of vast moment to everyone who has acquired or may acquire property interest in records of intrinsic worth and value. In this suit the defense frankly admitted they were "dubbing" records, as charged in the bill of complaint, but claimed that the commercial records used for the purpose had been purchased in Canada and in Europe, and therefore they could not be held liable for invading or infringing the rights of the plaintiff. The complainants frankly admit not a few fine points are involved in this case, and on that particular account it would have been much better if the sitting justice had been one who was to some extent, at least, familiar with the history and usages of the trade. As a matter of fact, this is the first "talking machine" case that has ever been brought before Judge Chatfield, and it is to be expected that he will reach a just decision in keeping with the facts and law as presented to him. At any rate, his opinion is one that will doubtless be far-reaching in its effects, both in the present and the future.

Considerable space is devoted in this issue of The World to the copyright act that was passed in the closing days in Congress, and comments

thereon by the counsel of the National Phonograph Co. and a prominent officer of the Columbia Phonograph Co., General. Mr. Pettit, of the Victor Talking Machine Co., declined to express an opinion without a careful examination of the new law. The statute is a disappointment in several respects, and its weakness is made clear in the two communications referred to. Just what effect the law will have on the trade remains to be seen after it goes into effect on July 1. Doubtless the number of records on the regular lists will be diminished, and this will be welcomed by the trade as a blessing in disguise, and it is possible a new scale of prices may be formulated. No one is prepared to say just what will happen, and therefore patience must be exercised until the official promulgations are made.

A great deal is heard about the constitutionality of the act. On this point there is a sharp division of opinion. Leading attorneys of national reputation and standing differ radically, and doubtless Congress had this question before them when framing the law. It is not the function of The World to pass on legal matters, and it will be content to quote the official report of the House Committee on Patents, in unanimously recommending the passage of the bill, for the information of those whom it may concern, as follows: "A suggestion has been made that a compulsory license in copyright legislation would be unconstitutional. The great weight of opinion, however, is the other way. It is true that Congress could not legislate a man's existing rights out of existence, for thereby it would impair the obligation of a contract, but in this case Congress is creating a new property right, and in creating new rights Congress has the power to annex to them such conditions as it deems wise and expedient." As the law stands, the copyright owners have decidedly the best of the bargain.

Another distinction has fallen to the lot of Thomas A. Edison, the "most distinguished of ten living Americans," namely, a hotel of modest character and environment at Atlantic City, N. J., has appropriated his cognomen. Whether the famous trade-mark signature is employed as stationery insignia deponent saith not.

C. H. de Zevallos, of the Phillips & Buttorff Mfg. Co., Nashville, Tenn., who was in New York recently for ten days, made several visits to the office of the Columbia Phonograph Co., General, and on last Friday was taken to their laboratory, where he was very keenly interested in the work. He was surprised at the magnitude of and the number of processes incident to making a matrix, to say nothing of what would be further required in the factory. A trip to the factory was arranged for him, but his time was limited and he was unable to go. The Phillips & Buttorff Mfg. Co. have a corps of fifty salesmen covering the entire South from coast to coast, and Mr. de Zevallos expressed himself as highly pleased with conditions throughout his entire territory, stating that business conditions were rapidly improving and that trade was growing as fast as they could expect. E. H. Hickman is the manager of the talking machine department for this concern, and is arranging at the present time to make a trip over the territory in Tennessee, Alabama and Mississippi, which is controlled exclusively by this company. Traveling with each salesman on his regular route and in making the territories with the different salesmen, he expects to educate them as to the talking points on Columbia products. Mr. de Zevallos left New York on March 5 for Nashville, by way of Atlanta.

Frank L. Dyer, president of the National Phonograph Co., Orange, N. J., who was at Atlantic City, N. J., for a couple of weeks, taking a much needed vacation and a respite from pressing business cares, returned to the works Monday, feeling greatly improved for the brief outing.



# ♪ We Are Creating the

Not one of your customers who owns a cylinder machine can pick up a leading magazine without having Columbia Indestructible Records offered to him.

Not one of your customers who owns a disc machine can glance through any of the great magazines without having Columbia Double-Disc Records offered to him at 65 cents.

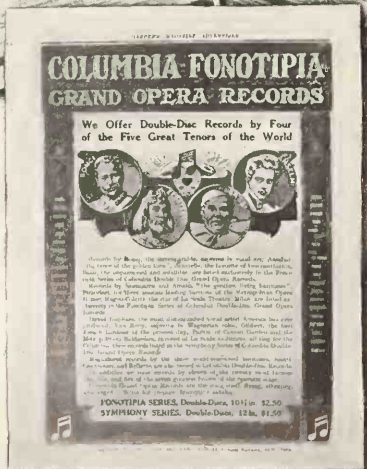
Not one of your customers who owns an old-type machine (and not one of your prospective customers who has never bought a machine of any make) can look at a leading magazine without having Columbia Disc and Cylinder machines suggested to him.

Millions of readers getting a strong and unmistakable Columbia message every month!

No wonder we are signing up an average of forty new agents every day. No wonder our agents are feeling the demand.

## COLUMBIA PHONOGRAPHS

Tribune Bu



# COLU

## Double-Disc and Cylinder RECORDS



Played on your own machine, no matter whether it's a Columbia or not,

### COLUMBIA Double-Disc Record (65c)

will give you better music, longer service and a different selection on each side of the disc. We guarantee that the material used in their composition is of better quality, finer surface and more durable texture than that entering into the manufacture of records of any other make, regardless of their cost.

Go to the nearest dealer—and then don't take "no" for an answer. Get Columbia Double-Discs, or go elsewhere. Write—and we will give you the address of a nearest dealer, or send us 65 cents and we will send you a sample, postage free, with a catalog.

If you own a cylinder machine—whether it's a Columbia or the other kind—be sure to hear

### COLUMBIA Indestructible Records (35c)

They won't break—they won't wear out. On your machine, with its ordinary reproducer, their tone will be better than you ever thought it was capable of producing. But with the special Spring Tension Reproducer which we now provide for attachment to any make of cylinder machine, their tone is incomparably fuller, purer, clearer, and more brilliant than that of any other cylinder record made. The Spring Tension Reproducer follows to the bottom of each sound-wave, bringing out every detail of the record.

Go to the nearest Columbia dealer and insist on hearing for yourself. Or send us 35 cents and we will mail you a sample Indestructible Record, postage paid, and catalog with it.

## COLUMBIA PHONOGRAPH COMPANY

BRANCHES: New York, Chicago, San Francisco, Boston, Philadelphia, New Orleans, Washington, D.C., Toronto, Ont.



# Demand—You Cash It In!

dealer who carries the Columbia line can cash in a good demand without doing a stroke for himself except his windows interesting. But he can concentrate it and it and make it pay him double by using the complete ments and separate cuts we furnish him free and expaid. The complete newspaper advertisements and cuts are all planned to duplicate the magazine publicity proving their effectiveness every day in local newspapers, reads, envelopes, billheads, bulletins and circulars. intend to be represented wherever Graphophones and can be sold. intend to be well represented wherever the Columbia ot now pushed, and pushed hard. erever we are not properly represented we are prepared the cleanest trade inducement ever identified with the te for full particulars of our exclusive agency proposal.

## COMPANY, Gen'l

York

# COLUMBIA

## Disc and Cylinder

# GRAPHOPHONES

one thing will give so much ere, to so many people, for so a time, at so little cost, as a ia Graphophone."

uccessive development of the so- talking-machine," from its very first mental stage, has been made by this y. The Columbia Graphophone was y the first practical sound-recording producing instrument. The first so- phonograph" was an entirely differ- chine and it never became commer- possible.



### COLUMBIA Disc Graphophones

Columbia Phonograph Company pro- the first disc machine and the first ecord. Since that time constant ex- nt and improvement have developed olumbia Disc Graphophone as it o-day—a perfect musical instrument eerless all-around entertainer. Its ction is marvelously natural, full, nd faultless. Ask the nearest Colum- aler to help you make comparisons. postal for descriptive catalog.



### COLUMBIA Cylinder Graphophones

mbia Cylinder Graphophones are compact than similar instruments of makes. All other cylinder machines use an awkward horn-crane. The bia is the only cylinder machine that e patent Aluminum Tone-Arm, which ts the tone and allows the horn to ver and above the cabinet in any on. No end-gate on the mandrel—no ed records—uses both 4-inch and yinder records. All the way from to enamel the same superiority is ey-nd unmistakable. Write for catalog.



The Columbia "New Imperial"—\$65  
Other Disc Graphophones \$25 to \$200



The Columbia "New Sovereign"—\$65  
Other Cylinder Graphophones \$20 to \$100.



7L, TRIBUNE BUILDING, NEW YORK

Dealers in all principal cities,  
ers Wanted—Exclusive selling rights given where we are not properly represented.  
ers Wanted—Exclusive Columbia jobbing rights open in choice territory.



## TALKING MACHINE RECITALS

Operas Produced in Part by Heppe & Son at Daily Entertainments.

(Special to The Talking Machine World)

Philadelphia, Pa., March 9, 1909.

A series of daily talking machine recitals has been inaugurated by C. J. Heppe & Son. Each opera produced by the Metropolitan or Manhattan companies is produced in part by the Heppes, and each day a delighted crowd of music lovers listens to the splendid reproduction of the voices of the world's most famous operatic stars.

Caruso's famous tenor and the voices of such stars as Melba, Sembrich, Tetrazzini, Scotti, Tamango, the dead tenor, and others are reproduced perfectly. The recitals are held in Heppe's Aeolian Hall, 1117 Chestnut street.

## STUDYING MUSIC BY PHONOGRAPH.

For four years Marion Garson, who is playing on the Keith vaudeville circuit, has taken two lessons weekly in voice training with a teacher who has always been at least 4,000 miles away from her. When Miss Garson left Dresden to return to America for the stage, four summers ago, she and her German singing teacher hatched up this scheme. Miss Garson was to sing her practice songs in phonograph records twice each week, pack the records carefully and forward them to Dresden.

Miss Garson has followed out the plan faithfully and thus kept in constant touch with the man who "found" her voice. On receiving the records the old German writes a long letter to Miss Garson, telling her how her voice is progressing.

## DISCUSSING DOUBLE DISC RECORDS.

In various sections throughout the West the matter of double-sided or single-sided disc records continues to be discussed by talking machine dealers. In one instance, in Southern

## HOW TO REPAIR TALKING MACHINES AND PHONOGRAPHS.

Second edition now ready. Every dealer should have a copy. The only work of its kind. Sold to dealers and repair men *only*. Postpaid on receipt of price, \$1.50. Frank E. Drake, 4245 Tracy Avenue, Kansas City, Mo.  
Reference: Gate City Bank.

## BUSINESS FOR SALE.

Good phonograph business already established in large city in California. Record trade will keep business going. Only business of that kind in that part of town. Will cut down stock of goods to suit purchaser, but must have at least \$1,000 cash to put in business. Room in store to handle pianos. Rent low. Best climate in California.

Reason for selling: Owner cannot put personal attention to business. Right party can clear \$3,000 to \$7,000 per year. Answer quick. Address 735 M, care of Talking Machine World, 1 Madison Avenue, New York.

## HOW TO BOOM YOUR BUSINESS.

Advertise your phonograph business with my high-class copyrighted sheet music with your ad on last page. Ten samples and plan, 25 cents. M. Falkenstein, Sauk City, Wis.

## Competent Manager Wanted

Wanted—A competent, hustling manager for a retail talking machine store in large Canadian city. Only those who are thoroughly acquainted with the Victor line need apply. A good opportunity for a man with brains and ambition. Address, giving age, experience, reference and salary expected. Box 402, care of The Talking Machine World, 1 Madison avenue, New York.

California, the talking machine dealers have decided to test the feeling of the general public in a careful manner so as to get a definite "line" on the preference of the buying public. So far, the sales would indicate that the double disc is in favor.

## PEERLESS "TWIN" RECORDS.

The List of New Issues Put Out by the Leeds & Catlin Co. for April.

- |     |  |                                |
|-----|--|--------------------------------|
| 211 | Did He Run?  | Quartet                        |
|     | A Good Old Dollar Bill                             | Pete Murray                    |
| 212 | I Used to Believe in Fairies                       | Albert Campbell                |
|     | Cross Your Heart                                   | Miss Stevenson and Mr. Stanley |
| 213 | The Old Oaken Bucket                               | Quartet                        |
|     | Annie Laurie                                       | Merle F. Mayew                 |
| 214 | The Wedding of Uncle Josh and Aunt Nancy           | Cal Stewart and Quartet        |
|     | They're All My Friends                             | Pete Murray                    |
| 215 | Let's Go Into a Picture Show                       | Pete Murray                    |
|     | Evening Time at Pumpkin Center                     | Cal Stewart and Quartet        |
| 215 | Possum Supper at a Darktown Church                 | Cal Stewart and Quartet        |
|     | I Want to Be a Popular Millionaire                 | Pete Murray                    |
| 217 | Frieda   | Quintet                        |
|     | Because You're You                                 | Miss Stevenson and Mr. Stanley |
| 218 | Love Me Just Because                               | Elizabeth Wheeler              |
|     | Mandy Lane   | Collins & Harlan               |
| 219 | Take Plenty of Shoes                               | Arthur Collins                 |
|     | Alabama  | Collins & Harlan               |
| 220 | Go and Get Your Partner for the Barn Dance         | Collins and Harlan             |
|     | I'm Glad I'm Married                               | Pete Murray                    |
| 221 | I Want Some One to Call Me Dearie                  | Miss Stevenson and Mr. Stanley |
|     | I'm Looking for a Sweetheart and I Think You'll Do | Henry Burr                     |
| 222 | Hello People                                       | From "Havana"                  |
|     | Autumn Leaves                                      | Miss Stevenson and Mr. Stanley |
| 223 | Cupid's Telephone                                  | Orchestra                      |
|     | Forest Whispers                                    | Miss Stevenson and Mr. Stanley |
| 224 | If I Had a Thousand Lives to Live                  | Band                           |
|     | Dance of the Hours "Giaconda"                      | Frank C. Stanley               |
| 225 | The Message of the Red, Red Rose                   | Band                           |
|     | Triumph of Old Glory                               | Elizabeth and William Wheeler  |
| 226 | Sweetheart (Lulu Glaser)                           | Miss Stevenson                 |
|     | A Bunch of Roses                                   | Band                           |
| 227 | Sometime, Somewhere                                | Albert Campbell                |
|     | The Oriental Girl                                  | Band                           |
| 228 | Schooners That Pass in the Night                   | Pete Murray                    |
|     | Shine On, Harvest Moon                             | Band                           |
| 229 | The Bill Board (March)                             | Stanley & Burr                 |
|     | Sweetest Girl in Town                              | Band                           |
| 230 | Miuerva  | Collins and Harlan             |
|     | Make a Noise Like a Hoop                           | Orchestra                      |
| 231 | BattleShip Connecticut (March)                     | Collins and Harlan             |
|     | In the Garden of My Heart                          | Band                           |
| 232 | The Vision of Salome                               | Stanley and Burr               |
|     | Yip-I Addy-I-Ay                                    | Band                           |
| 233 | Forest King  | Pete Murray                    |
|     | I've Lost My Teddy Bear                            | Band                           |
| 234 | Mascot of the Troops                               | Miss Stevenson                 |
|     | Morning 'Ev (Kramer)                               | Band                           |
| 235 | Sir Henry Barn Dance                               | Arthur Collins                 |

## NEW ZONOPHONE DOUBLE DISC CATALOG.

About March 20 the Universal Talking Machine Mfg. Co., Newark, N. J., will have ready their new catalog, 500 selections, all double-disc records. Business is quite satisfactory with the company. B. Feinberg, who has been traveling the Middle West, is now in Oklahoma, and expects to establish a couple of representative jobbers. It is a great talking machine field, one jobber in another line simply coining a fortune in a short time.

## FILES PETITION IN BANKRUPTCY.

Thomas C. Hough, a dealer in talking machines and supplies at 913 Nicollet avenue, Minneapolis, Minn., has filed a petition in bankruptcy, with liabilities given as \$10,498.48, and assets at \$19,182.11, of which \$795 is exempt.

## ARGUMENT HEARD.

On March 3, argument was heard in the case of the Victor Talking Machine Co., Camden, N. J., against the Hawthorne & Sheble Mfg. Co., Philadelphia, Pa., in the United States Court of Appeals, eastern district of Pennsylvania. Decision was reserved.

## SCOTTI DECLINED.

The group was composed of Walter L. Eckhardt, of the Leeds & Catlin Co.; Scotti, the great baritone of the Metropolitan Opera House Co.; Frank W. Boyer, president of the Chicago Music Co. and The World, on Washington's birthday in the Knickerbocker Hotel. When Mr. Eckhardt offered Scotti a contract from his company for singing, the great artist expressed

his thanks and gravely shaking his head in the negative, said, "Gentlemen, I am under contract to sing for the records for life with another company." That settled it, and Scotti quietly withdrew and walked up Broadway, seemingly content with himself and the world at large.

## TALKOPHONE CO. AFFAIRS.

With the appearance of the affairs of the Broadway Savings Bank, Toledo, O., bankrupt, in the courts of that city again, February 27, mention was made of several notes of George C. Metzger, formerly of the defunct Talkophone Co. These notes are secured by bonds of the Peninsular Phonograph Co., which have no market value, and bonds of the Talkophone Co., in which suit has already been instituted to set aside the bond issue. Last week the export department of an eastern talking machine firm bought 1,800 machine cabinets at a price from the receiver of the Talkophone Co.

## BEST WISHES FOR SUCCESS.

The moving picture enterprise which P. A. Powers and John Kaiser, of the Excelsior Phonograph Co., and C. V. Henkel, former president and general manager of the Douglas Phonograph Co., dissolved, will exploit in New York, will embrace a circuit of six or seven separate theaters. This will permit a convenient exchange of talent and furnish a more diversified and better entertainment bill throughout. The three gentlemen, who are well known in the trade, have the best wishes of everybody for their success, which seems to be a foregone conclusion.

## WORLD TABLOIDS.

For the first time in a number of years Walter Stevens, manager of the National Co.'s export department, will not make his annual trip to Mexico. He generally starts in April, but Mr. Stevens considers the business in the sister republic in such good hands and in so satisfactory a condition that he considers the trip unnecessary. At the present time the recording laboratory has some vocal artists and instrumentalists from Porto Rico, W. I., here making a repertoire of their folk songs and native pieces.

Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, who has been confined to his New York home by illness for a couple of weeks, returned to the office for a while Monday. As president of the American Musical Copyright League, he intends calling a meeting shortly of the various interests concerned with the copyright act.

With the shaving off of his mustache, F. K. Dolbeer, sales manager of the National Phonograph Co., Orange, N. J., bears a striking resemblance to Thomas A. Edison. If his hair were gray, like the "old man's," his appearance would be still more like him. Mr. Dolbeer is busy on a proposition for the benefit of Edison dealers and jobbers, which may not be ready to announce within a month or two.

The new twin record catalog of the Leeds & Catlin Co., New York, will be off the press this week. It has a handsome cover, corresponding in color to the blue and gold label of the record. The company are making arrangements to move into a new suite of offices in one of the prominent buildings of the city, but retaining their laboratory at 53 East Eleventh street.

The Tosi Music Co., of Boston, Mass., have opened a branch at 303 Arwells avenue, Providence, R. I., where they are carrying a full stock of Victor, Edison and Columbia talking machines and other musical instruments.

Louis Hicks, New York, who has been identified with many talking machine cases in the Federal courts, is now on the legal staff of the National Phonograph Co., Orange, N. J.



**SCHMELZER CO.'S NEW BUILDING**

Will Have a Splendidly Equipped Talking Machine Department in Premises to be Occupied on June 1—Old Quarters for Wholesale Trade.

(Special to The Talking Machine World.)

Kansas City, Mo., March 8, 1909.

In the magnificent building which the J. F. Schmelzer Arms Co. will move into on June 1st, they will have one of the finest and best equipped talking machine departments in this city. The building, located at Nos. 1214, 1216 and 1218 Grand avenue, will be entirely remodeled and will be seven stories in height. The front will be built so as to render the best lighting facilities possible, and the fittings of the new store are to be in mission. Although the Schmelzer lease in Main street runs for two years longer, they will move as stated, on June 1, but will keep the old location as a wholesale store. They will also erect a three-story warehouse on a site yet to be selected.

**MAX LANDAY'S GREAT TRIP.**

Max Landay, of the Talking Machine Supply Co., New York, while away on a recent trip went as far west as Denver, Colo., stopping at Chicago, St. Louis, Kansas City, and then through the Northwest, also getting over into Canada. Mr. Landay did a fine business, his orders booked for needles alone running into many millions. Everywhere Max was cordially received, being accorded a personal welcome independent of his firm connections, which was very gratifying.

**SOME COLUMBIA NEWS.**

Tuesday a substantial shipment of records was made by the export department of the Columbia Phonograph Co., General, to Mexico. On March 25 E. N. Burns, general manager of this department, sails on the "Merida" for the City of Mexico, via Havana, Cuba, and Vera Cruz, Mexico, to look over the new retail store opened there February 15. He will probably be away a month. Enrico Tosi, with his wife and daughter, started on his long trip to Buenos Ayres, Argentine, where he will make headquarters, traveling the entire South American continent for the Columbia Co.'s export department. He goes direct from New York, transshipping at Rio de Janeiro, Brazil. Mr. Tosi will be away indefinitely.

**TO DISCONTINUE VICTROLA XX.**

Acting upon the advice and comments received from distributors the Victor Talking Machine Co. have decided to discontinue the manufacture and sale of the Victrola XX. Louis XVI design, now catalogued at \$250 list. In this connection the Victor Co. state in a letter sent out late in February: "Up to date, we have not been able to supply the demand for our regular mahogany Victrola XVI. at \$200, and it is our intention to bend our energies, for the present, to satisfactorily supplying this latter type. We will, therefore, cancel all orders for the type XX. now in our hands."

**E. D. EASTON VISITING THE FAR WEST.**

Edward D Easton, president of the Columbia Phonograph Co., General, is on a trip of inspection of the company's agencies in the Far West. He was in southern California last week. Mr. Easton, who was accompanied by his wife and daughter, will return east via the northern route. He is scheduled to be in New York in about two weeks. Geo. W. Lyle, general manager of the company, got back Monday from a quick jump from Chicago. Marion Dorian, formerly manager of the Columbia's Co.'s interests in Great Britain, with headquarters in London, Eng., is now supervisor of agencies here, with his office in the New York Tribune building, in the company's suite.

**NO DECISION YET.**

Ruling of Supreme Court of the United States in the Famous Suit of the Victor vs. Leeds & Catlin Co. Anxiously Awaited by the Talking Machine Trade.

Much to the disappointment of everybody the Supreme Court of the United States failed to hand down a decision in the case of the Victor Talking Machine Co., Camden, N. J., against the Leeds & Catlin Co., New York. The suit involves the validity of the famous Berliner patent, and the inquiries from all sources to the attorneys on both sides came from far and near. Downtown in New York it was the universal topic of conversation, and even business was neglected at times to discuss the probability of the court's action with every newcomer. Monday is decision day again, and wagers have been freely made as to the outcome.

**VICTOR-VICTROLA FOR PRESIDENT.**

Sol Bloom, of New York, Installed One in the White House on March 10.

Sol Bloom of New York, Philadelphia and Atlantic City, N. J., went to Washington, D. C., March 10 to install in the White House a Victor Victrola specially made for President Taft. The Victrola will be one of the features of the music room.

**CASE AT LAST ARGUED.**

After a number of postponements, owing to several judges of the United States Circuit Court of Appeals, New York city, being disqualified from sitting, the case of the American Graphophone Co. against the Leeds & Catlin Co., of the same place, was argued Monday. This is an appeal from Judge Hough's decision in the lower court covering the Jones process patent for duplicating disc records, which he held invalid. The International Record Co., Auburn, N. Y., were also defendants in the same suit, but represented by brief only. The arguments lasted all day and part of Tuesday. Decision was reserved.

**VICTOR MEN IN SOUTH AMERICA.**

Thomas F. Perry, traveling for the Victor Talking Machine Co., Camden, N. J., in South America, has been writing from Arequipa, Peru,

to a number of his friends connected with the piano trade whom he met down there. Mr. Perry is spoken of as one of the best men in his line and a representative American in the finest meaning of the word. Charles Ferree Lightner, another star, is also in South America for the Victor Co.

**NEW USE FOR PHONOGRAPH.**

A plan whereby ante-mortem statements may be taken by the aid of a phonograph has been advanced by County Attorney O'Brien of St. Paul, Minn. His scheme has been discussed by the leading attorneys of this city, and Attorney General George T. Simpson has advanced the opinion that if this was done the courts would not refuse to accept such records. Such records, would in his opinion, constitute the best obtainable form of secondary evidence. A phonographic record, when properly sworn to by competent witnesses, he thinks much superior to a written statement, which is necessarily subject to errors in taking it, due to the condition and feeble voice of the person making it.

**GRAPHOPHONE FOR ROOSEVELT.**

It is announced that the Columbia Phonograph Co. have made a special graphophone which will form the equipment of Ex-President Roosevelt on his great hunting trip through Africa. It is made of aluminum for the purpose of transportation, and many records of value will be made by Mr. Roosevelt during his great trip.

The order for the apparatus, which is really a combination of the graphophone and the dictaphone, came from the Smithsonian Institute, Washington, D. C., under whose auspices and for whose benefit former President Roosevelt is making his trip to Africa. The instrument was tested in the presence of the distinguished gentleman, who was very much gratified with the results, and therefore concluded he would take it along not only for recording the noises and voices of the jungle, but it will be also used by Mr. Roosevelt for dictation purposes. The machine was delivered last week in care of the ex-President's entourage in New York.

It was reported this week that E. Clarence Jones, of E. Clarence Jones & Co., bankers, has purchased a large block of stock in the Camera-Phone Co. and Col. W. R. Amory has been elected treasurer and director and will be general manager of the company.

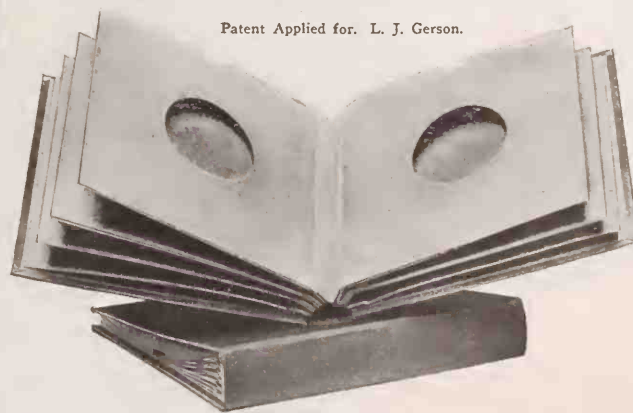
**"ECHO" RECORD ALBUMS**

"Read the Labels"

FOR HOLDING TALKING MACHINE DISCS

Form a complete system for filing Disc Records. Can be added to, Album by Album, on the Library plan.

Patent Applied for. L. J. Gerson.



Just the thing for

**Red Seal Collections**

"Echo" Record Albums preserve Disc Records against dust, careless handling, scratching or breakage

Index in every album facilitates instant location of every record.

Every album is finely bound and holds one dozen records in heavy green paper pockets, with cut-out holes for labels to be read.

Protects valuable records from injury and breakage.

FOR SALE BY ALL VICTOR DEALERS

Retail Prices

TEN-INCH DISC ALBUMS \$1.25 EACH

TWELVE-INCH DISC ALBUMS \$1.50 EACH

Manufactured For

**MUSICAL ECHO COMPANY**

LOUIS JAY GERSON, Manager

1217 Chestnut Street

PHILADELPHIA

# PEERLESS

TWIN

# RECORDS




TWO IN ONE

10-Inch

65c.

A Hit on  
Either Side

**PEERLESS DEALERS**

Will Always Lead  
in Offering the  
**NEW HITS**

Our Agency Means  
Increased Sales and  
Greater Profits.

WRITE TO-DAY FOR COMPLETE  
LIST AND PRICES

**LEEDS & CATLIN CO.**

53 East 11th Street, New York



## PROGRESS OF JOBBERS' ASSOCIATION

Next Executive Meeting in Columbus, March 28—Arrangements for Convention in July Being Made—Membership Steadily Increasing—Time to Become Interested.

The National Association of Talking Machine Jobbers has been very active, and results of their work are very gratifying, as is shown by the report received from J. Newcomb Blackman, chairman of the press committee, which follows:

"During the dull business period, which has had its effect on the talking machine trade, the Jobbers' Association has felt more than ever the importance of co-operation with the manufacturers, and the latter have extended a helping hand by giving their careful consideration to the recommendations of the association.

"When going up 'the business depression hill' there should be no backward movement, and with the dealer, jobber and manufacturer pulling together the 'goal prosperity' at the top will not seem so far or hard to reach.

"Several months ago I gave a report, with some detail, explaining the many concessions granted jobbers and dealers at the request of the association. Since then other important matters have been handled and favorable action taken by the factories which should interest every dealer and jobber and have their approval.

"The association wants the trade in general to know what it is doing, and that the factories should be supported, as their action in handling association matters certainly shows co-operation.

"The recent decision of the Victor Co., to very shortly ship all their records in envelopes has been agitated by the association for some time, and it is needless to say that their final decision to act accordingly was greatly appreciated.

"At the last executive meeting in Chicago, just before the holidays, the committee realized the importance of something being done to prevent high-priced Victor machines, particularly Victrolas, from being purchased at wholesale prices by people qualifying as dealers for that purpose only. It was pointed out how two or three retail purchasers could qualify a friend as a dealer and the discounts enable them all to save considerable on the purchase, thus absolutely cutting out the dealer's profit.

"The Victor Co. acted immediately on the suggestion of the executive committee by excluding the Victrola and Auxetophone from the initial purchase of three machines to qualify as a dealer, and there are probably many dealers who received a profit on Victrola sales during the holidays, in view of this action, which would have been lost otherwise.

"When the Victor Co. issued their double-face records the importance of giving distributors the usual profit on same was explained by the association, in view of there being a difference in the jobber's cost of the 10-inch double-face record.

"Again the Victor Co. acted promptly by changing the distributor's cost on this style of record. That every Victor distributor will benefit by this must be conceded.

"The disposition of second-hand phonographs has been a serious problem for some time, and while the National Phonograph Co. guard their one-price system most carefully they were quick to apply a remedy when convinced that jobbers and dealers would not abuse the license privilege.

"The request of the association for a license to sell second-hand machines at reduced prices under suitable restrictions was therefore granted, and the National Co. certainly deserve the thanks of the trade for such action.

"Such results prompt me to question why any jobber can feel otherwise than guilty in not supporting the association by his membership when he is getting the benefit of the great number of concessions granted by the manufacturers at the request of the association. Membership costs nothing when compared to the benefits. The action of the factories show, without doubt, that they are supporting the work of the association, but matters presented to them have greater weight as the association increases its members.

"We want every jobber who does a legitimate

jobbing business of the Standard make machines and records as a member. The membership committee has written many who are not members, and while a large number have responded with their application there are many who still put off this important matter. As the applications will be acted on at the next executive meeting it is hoped that any jobber who has received a letter on the subject will immediately act by sending in his application.

"Letters have been sent out to members calling attention to the next meeting of the executive committee, which will be held in Columbus, O., on Sunday, March 28, at the salesrooms of the Perry B. Whitsit Co., and a general invitation is extended to members of the association to attend this meeting, and should any member have matters he would like considered for action a letter on the subject should be sent to the secretary or to the member of the executive committee in his territory.

"Postal cards have been sent out requesting members to name their choice for the selection of a city to hold the annual convention in July. This matter will probably be decided at the executive meeting this month, and it is hoped that members will reply promptly giving their choice.

"The officers and executive committee of the association want every member of the trade in general to realize that the object of the association is the promotion of anything that seems for the best interest of the dealer, jobber and manufacturer. We are not working for any special interests, but for the trade as a whole.

"Suggestions from dealers are invited, and if any jobber who contemplates becoming a member requires further information it will be promptly attended to by addressing either the secretary, Perry B. Whitsit, 213 South High street, Columbus, O., or J. Newcomb Blackman, 97 Chambers street, New York City, chairman of the membership committee."

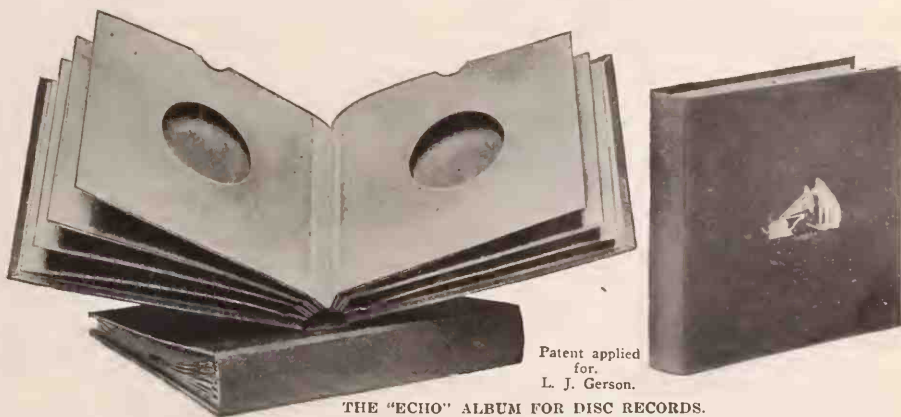
## "ECHO" ALBUM POPULARITY.

In Demand by Users of High Priced Records—Some of Its Special Advantages Here Set Forth—Should be in Every Dealer's Stock.

(Special to The Talking Machine World.)

Philadelphia, Pa., March 11, 1909.

A specialty that has proven most popular with the talking machine trade is the "Echo Album" for disc records which is being placed on the market by the Musical Echo Co., 1217 Chestnut street, this city. As can be noted from the illustration herewith this album is attractively gotten up, and especially suitable for Red Seal records.



THE "ECHO" ALBUM FOR DISC RECORDS.

Through its use the lover of the talking machine is enabled to classify his records—in other words, to put all the song numbers by a certain singer together and thus save unnecessary labor in looking through his record cabinet, and the same applies to the instrumental records. They can be classified by the use of the albums into operatic, classic or popular, etc. Through the indexes the user is enabled to secure any selection instantly. In fact the use of these volumes grow on one, and have become absolutely necessary to the stock of dealers where high class records are sold. Of course, for that matter, they can be

used for any record, but naturally people who pay from \$3 to \$5 for records have a greater desire to preserve them than those who pay 60 cents for popular numbers. Whether for the popular priced or expensive records the "Echo Album" is admirably suited, because it preserves the records against dust, careless handling and scratching. Louis Jay Gerson, of the Musical Echo Co., has a patent pending on these albums which form a complete system of unit filing for disc users.

## A MUSICAL REVOLUTION

Is What Henry T. Finck Terms the Increasing Demand for Talking Machines and Player Devices for Pianos—Their Educational Value Descanted on Most Interestingly—Rupert Hughes and Other Noted Critics Pay Tribute to These Mediums of Musical Interpretation.

Henry T. Finck, the eminent critic and author of a number of musical works, has contributed a very interesting and lengthy article to a recent issue of *The Circle*, which is entitled "A Musical Revolution." It treats of the tremendous growth of mechanical means of interpreting music, and notes that its influence, in the broadest sense, is helpful rather than detrimental. He says in part:

"Not, perhaps, since music became an art has such a remarkable revolution occurred in it as that which is going on at this moment. Up to about a decade ago nearly all the music one could hear was made by singers, pianists, violinists, and players of other instruments requiring for their mastery years of patient practice. To-day there are in use hundreds of thousands of instruments which necessitate little or no practice on the part of those who use them, and which are at the same time marvels of modern mechanical ingenuity, marking a tremendous advance over the music boxes, hurdy-gurdys, barrel organs, orchestrions, and other mechanical instruments of the past. The wide demand for them is indicated by the large and steadily increasing number of companies manufacturing them (there are over seventy manufacturers of piano players!), whose prosperity is further indicated by the large scale of their advertising in the newspapers and magazines. The musical periodicals have special editorial departments devoted to these piano players and talking machines, and altogether this new departure in music presents one of the most curious and interesting aspects of modern civilization.

"What effect is the wide popular use of these instruments having and likely to have on the

musical tastes and habits of the people at large, on the musical profession and trade, and on the development of musical art in this country?"

In marked contrast to the usual editorial onslaught on piano players and talking machines there appeared in *Good Housekeeping* an article by another musical expert, Rupert Hughes, author of "The Musical Guide," "American Composers," and other valuable books on musical topics, who takes the view that these devices are helpful. Far from discovering any decline in this country, he declares that the whole nation is feeling a musical uplift like a sea that swells above a sub-



1866

1909

# NYOIL

FOR

Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

It Absolutely Prevents Rust.

## NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE  
NEW BEDFORD, MASS.



marine earthquake. Heretofore we have been too busy hacking down trees and making bricks without straw to go to music school; but now we not only engage the greatest artists in the world and pay them bigger prices than they get anywhere else, but we are more and more learning to appreciate the higher things in music. Most of us are still too busy to devote years to learning to play an instrument; but a rescue has been recently devised and placed within the reach of every house. The rescuing device was, as usual, greeted with ridicule, but it is now established beyond criticism. To-day, the most eminent writers, composers and performers compete for adjectives of praise, and declare themselves beholden to mechanical piano players for both pleasure and profit."

Mr. Hughes then proceeds to pay a well-deserved compliment to the especial functions of the piano player which opens to those musically inclined the mines of classical and modern music. He also has a good word for the talking machine, which he likens to musical cold storage. It reminds him of the famous frozen horns which when thawed out play an old tune—if we may credit Rabelais, Munchausen and other reliable historians. It enables him in Texas to hear the famous artists of the Metropolitan Opera House in New York. It gave him and far off people the privilege of hearing the master singers interpret master songs. It made possible the frequent rehearsing, comparison and analysis of important musical works. The fact is to extend their audience to an unlimited degree, while the market for books about music has also been broadened by it.

Mr. Finck then proceeds to quote from leading musicians and conservatories throughout the country, showing that the study of music has been increased rather than diminished through the growth of automatic musical instruments.

The question whether royalties should be paid by the makers of perforated rolls and phonograph records to composers comes up in a communication from Arthur Farwell, who says: "The manufacturers should have absolutely no right to reproduce a copyrighted work without a special contract with the composer. Anything less than this is piracy, whether it helps the sale of the same composition in sheet music or not. It is an immoral economic condition to get something for nothing, the more so when it is got from the composer of music, who has an especial difficulty in making a living."

Commenting upon this, Mr. Finck says: "It is undoubtedly true, as claimed on the other side, that the talking machine aids publishers and composers in some cases by creating a demand for certain pieces. A prominent publisher remarked in private conversation that he often gets letters from persons who want to buy a song or a piece which they have heard rendered by a phonograph. In such cases a talking machine might be likened to the space rented in a Broadway

show window for advertising purposes. In England, composers and publishers often pay big sums to the popular artists who bring their songs before the public and thus create a demand for them. In the United States there are singers who get from \$10 to \$50 a week for 'boosting' a new song. Nevertheless, publishers and composers will no doubt continue the fight for their share of the profits in the perforated rolls of the piano players and the records of the talking machines. Italy, where the sale of mechanical music makers amounts to about a million dollars a year, the courts are deciding against their manufacturers on the copyright question.

"The most serious aspect of the question is that the time may come when the manufacturers of piano players and phonographs, inflated by wealth, will attempt to buy up popular composers, making them write for their instruments alone (apart from the stage). In that case, however, why should not the publishers help themselves to these goods freely? The law, surely, would not allow piracy to one party and forbid it to the other? For the rest, the music publishing business has no occasion for alarm. It has never been in a more prosperous condition. New firms are constantly springing up, and old ones have difficulty in keeping up with their orders.

"Are professional singers and players injuriously affected by the vogue of mechanical instruments? The singers whose popularity not only is indefinitely increased by their talking machine records, but whose pocketbooks are swelled to the bursting point by the money they get therefor, will chuckle at the question. Caruso has received as much as \$3,000 for singing a song into a talking machine. The pianists, too—that is, the good ones—receive enormous sums for allowing the manufacturers of 'players' to 'can' their interpretations of the great masters' works of the past and present. Nor have they lost their concert monopoly; there are no piano player concerts except for advertising purposes, and no admission fee is charged. There is no indication, so far, that the agencies, and the women's clubs which do so much to encourage artists, are engaging machines instead of famous pianists and violinists. In some cities the singers and players are holding high revels as never before in the history of music. Evidently, there are no signs of the rout and demoralization of the regular musical army!"

After a splendid tribute to the so-called automatic pianos, in which Mr. Finck points out their great educational powers and brings to light a number of incidents in this connection, he closes by paying a tribute to the talking machine, as follows:

"The musical phonograph surely has its uses too—even for teachers. I was informed at a large music store that teachers often come and ask permission to hear a certain song as sung into a talking machine by Caruso or some other famous singer, to make sure of some detail of phrasing. Other teachers buy a machine so as to have it always on hand for their pupils. They can thus illustrate at any moment how Emma Eames phrases Micaela's air from 'Carmen,' or the 'Ave Maria' from 'Otello'; how Sembrich sings Chopin's 'Maiden's Wish' or Verdi's 'Caro Plançon, Schumann's 'Two Grenadiers'; Knoté, the prize song from Wagner's 'Meistersinger'; and so on. Teachers also find that the talking machine is useful for letting the pupils sing into them and then study what they have done, with all the faults clearly revealed.

"The good music so liberally catalogued by the leading makers is doing missionary work and surely crowding out the trash from their catalogues. A salesman said to me: 'We get orders for Nordica, Caruso, and other records from the most remote corners of the country. In not a few cases the recipients do not at first like these songs, which they only ordered because they were associated with the name of a famous singer; but after hearing them a few times they like them and there is a new convert to good music.' The Salvation Army also finds the talking machine an aid in making converts to religion."

"Let us be fair. A talking machine in the neighborhood is often a great nuisance, but so is a piano or a cornet or a singer. Besides, there are talking machines and talking machines. Some are much softer and more agreeable than others. I must say that I would rather hear Sousa's band in one of these superior "talkers" than in the concert hall, because the record makes it less noisy while at the same time preserving the peculiar quality or tone color of every instrument and soloist as well as every detail of expression. Herein lies the marvel of phonography—a marvel not only as great as ordinary photography, but as great as that of perfected color photography. Schiller's *Dem Mimen flicht die Nachwelt keine Kränze*" is no longer true. Actors, singers and players can now have their words and songs, with the individual quality of their voices and instruments, recorded for all time and admired thousands of years hence.

"What is more important still, they can have them heard and admired now by millions instead of by thousands only. An incalculable amount of innocent pleasure is given by them to children and adults in town and country. They turn farmhouses into concert halls; they will help to check the undesirable crowding of farmers to the cities. Personally, I have no need of them, for I happen to be a musical critic who hears all the best in music at first hand. But I feel in regard to piano players and talking machines as I do in regard to mountain railways in Switzerland. Being able to climb mountains easily, I have little use for them; but I am glad that they make the glories of the Alps accessible to thousands who could never know them without the aid of these railways. And the highest peaks still remain sacred to the professional climbers."

### FALSE ECONOMY IN BUSINESS.

Where, in an Effort to Save, Old Fashioned Methods Are Put Up With the Efficiency of the Working Force Is Considerably Impaired Says a Writer in Collier's Weekly.

"Every business institution is continually creating its own atmosphere, and is in turn affected by the atmosphere it generates about itself. This fact is too often lost sight of in the efforts for economy in administrative expenses. The man who studies the balance sheet, or who dictates or executes the expense policy, may gain that invaluable viewpoint which only statistics can give, and yet by looking too long in that direction he may lose sight of other matters of equal importance. The man who keeps his finger on the pulse of the expense account needs very much to be a philosopher as well as a financier—indeed, it is impossible to be a true financier without being something of a philosopher. Every asset does not appear on the ledger. The tree that is cut and dried has stopped growing.

"When the expense man gets into the rut of thinking that his function is merely to save money, and that economy means buying whatever is cheapest, he is prone to forget the effect of the equipment on the working efficiency of an organization. It is hard to reduce to statistics the loss entailed by a man who does not do his best, and still keeps up appearances. But the loss is there—and it represents a big percentage of his value.

"The normally minded man responds to his surroundings in a greater degree than almost any one realizes. When he is provided with such equipment as ministers to his self-respect, he has an actual addition to his mental force, an added interest in his work, and a constant desire to attain higher standards with every new undertaking. But when this man is forced, by a close-fisted expense policy, to put up with out-of-date equipment and medieval furniture, he would be more than human if he did not come to express in his work some degree of the 'anything-will-do' spirit. This is especially so when he knows that his antique surroundings are not due to business necessity, but to lack of appreciation of the finer points of progressive business."



## SOUTHERN CALIFORNIA NEWS.

Exton Co. Administrators to Sell Business—Fitzgerald's New Building—Wiley B. Allen Co. in Their Old Store—Hern Co. Feature Edison and Zonophone Goods—Columbia Window Publicity—The Music Master Wood Horns in Demand—Many Sales of Victor Victrolas by Birkel Co—Some News from San Diego and Santa Barbara.

(Special to The Talking Machine World.)

Los Angeles, Cal., March 1, 1909.

The unsettled weather of the season is almost past and trade in all lines is very firm.

The Exton Music Co. administrators have decided to sell out the business left by Geo. T. Exton on his death, including a stock of talking machines, small goods and sheet music. A special sale is now in progress which will shortly end the career of one of the city's oldest establishments.

The Fitzgerald Music Co. will open in their new building a talking machine department which is to occupy an entire floor. In the old location they at one time had a good talking machine trade, but lately have done little with it. The new location is a much better one, especially for talking machine trade, and directly opposite the Columbia Phonograph Co.'s store on Broadway.

Early in the month the Wiley B. Allen Co. moved back into their old store, which has been refinished and remodeled. The talking machine department has resumed its old quarters, and it would hardly be noticed that any change had taken place except for the new coat of paint. Business is very good.

Charles Ruggles, manager of Sherman, Clay & Co.'s local wholesale branch, has been very busy with the double-faced record question, which is puzzling the Victor trade in general. Andrew G. McCarthy has been spending a few days in this city visiting his firm's branch as well as the dealers.

The Fifth Street Store has been holding a special sale of the Busy Bee machine and records, and have advertised these goods in the local papers considerably.

O. A. Lovejoy, wholesale manager for the Southern California Music Co., has just returned from a trip to Ventura, where he sold to Nick Hern a complete line of Edison and Zonophone goods. Mr. Hern will hereafter conduct a first-class talking machine store and is credited with being an enthusiastic dealer.

The Columbia Phonograph Co.'s show window has attracted a large crowd by an ingenious mechanical device which demonstrates the durability of the indestructible record in a very strenuous manner. They are having some splendid results with these new articles, as also with the double-sided records.

The retail trade of the Southern California Music Co. has been very good in both Edison and Victor machines. The wholesale department has received samples of the new Music Master wood horn, which are being displayed to the trade. E. H. Philbrook, manager of the Edison business phonograph department, reports a steady increase in the sales of commercial machines, and has recently installed a number of machines for the use of local court stenographers.

The J. B. Brown Music Co. have contracted for space in the leading theater programs for the benefit of their talking machine department.

The Geo. J. Birkel Music Co. have sold a number of Victor Victrolas as a result of their advertising these instruments. The Victrola has been almost at a premium with the dealers in this city. The Birkel Co., however, have been fortunate in being able to supply their trade.

The Kleine Optical Co., of 467 Pacific Electric building, have created a good demand for talking machines for use in connection with moving pictures. They have a number of customers in outlying towns which they supply with new song slides and records of songs which are used for illustrated song work. This venture is not a new one with them, as they have long since dis-

covered the possibility of the talker in the smaller towns where singers are scarce.

K. I. Okada, proprietor of The Bunkwado, is one of the foremost dealers in the Japanese colony of this city. He is doing a splendid business in Edison and Zonophone goods.

Several changes have been made in the trade in San Diego. Thearle & Co. are in their new store, which is one of the best equipped in southern California. Mr. Thearle has been very dangerously ill for some time and much anxiety is felt in trade circles as to his condition. The Southern California Music Co.'s branch is having a good trade and have started an amateur record-making contest, which is the first venture of the kind attempted in the city. The Wiley B. Allen Co.'s branch has had more trade than they could care for in their present department, and have decided to add more space for records and another demonstrating room.

Santa Barbara is undergoing some changes in the talking machine trade. Garnsey S. Brown has taken the stock of the Bates Co. and has made additions to accommodate the stock purchased. The Southern California Music Co.'s branch has been almost crowded out by pianos, and more space is to be added so that the two departments will be entirely separate.

T. H. Sentell has patented a new system for record cabinets of the disc type which he is contemplating manufacturing for the trade. His new cabinet, which is of rotary design, is so constructed that it will hold 2,000 records in a space four feet high and three feet square.

J. J. MacGregor, of Ventura, is doing a fine business with Edison Amberol goods, and has added a new rack for Amberol records.

A move is under way to regulate the character of the pictures shown in moving picture theaters in this city.

## A CHAT WITH HORACE SHEBLE.

Optimistic Regarding Future of Talking Machine Trade—Strong Demand for "Star" Line—Starola Machines Well Received—Establishing Foreign and Domestic Agencies—A New Tone Arm Being Featured.

(Special to The Talking Machine World.)

Philadelphia, Pa., March 3, 1909.

When Horace Sheble, of the Hawthorne & Sheble Mfg. Co., was seen at the factory a few days ago he was in a most optimistic frame of mind regarding the future of the talking machine industry, and especially of the Star machines and records. "Orders for the past two months," said Mr. Sheble, "have exceeded in volume those for the entire six months previous, indicating a decided improvement in conditions. While the volume of business is not equal to that

of a year or so ago, we are getting our share and are satisfied. Our Starola and Starola Grand cabinet machines have met with a very flattering reception from the trade and we will shortly put several new models on the market."

The Hawthorne & Sheble Mfg. Co. have an agent traveling in India at present and meeting with great success. He will shortly go to Australia and introduce the Star line in that country.

Gimbel Bros., in this city, and Ehrich Bros., in New York, have both taken on the company's line, put in extensive stocks, and are pushing it energetically. A new Canadian connection has also been made recently. The company are featuring a new tone arm that is highly spoken of by trade experts.

## MORE FAVORABLE CONDITIONS

Prevail in Talking Machine Circles in Baltimore and Vicinity—Interesting Chat With Mr. Boden, of the Sanders & Stayman Co.—Reports Excellent Sales of Victor and Columbia Goods—New Quarters for the Victor in Cohen & Hughes' Handsome New Store—Will be Specially Fitted Up.

(Special to The Talking Machine World.)

Baltimore, Md., March 6, 1909.

Unlike the piano trade, the talking machine dealers seem not to have suffered any inconvenience to business in consequence of the pre-inauguration days. The business reports have been very favorable, and show that the talking machine is becoming more and more popular with the masses. A good idea of the conditions for the past month in regard to the local talking machine situation is given by Mr. Boden, who has charge of this section of the business for Sanders & Stayman, who handle both the Victor and Columbia machines, in addition to the Weber pianos and Estey organs. "With the exception of the few days preceding the day of the inauguration of President Taft," said Mr. Boden, "we had a particularly brisk demand for the various styles of the two makes of the machines we handle. High-price machines continue to be greatly in the limelight these days, the requests for the \$200 and \$60 Victors and the best grades of Columbias being the most noticeable. This briskness in business prevailed all through the month of February, and we have every reason to believe that with the induction of the President in office the same desirable conditions will continue uninterrupted.

"The double disc Columbia records have increased right along in popularity, and the demand for similar Victor records has also been heavy."

Manager Arthur Ansell, who has charge of the talking machine department of Cohen & Hughes, announces that the firm has had so much success with the victor that the firm is to take up new

## Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

*Playrite*  
TRADE MARK

## NEEDLES

"THE NAME TELLS WHAT THEY DO"

Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START to FINISH. PRESERVE RECORDS and can be used on ANY DISK MACHINE OR RECORD. Packed only in RUST PROOF packages of 100. RETAIL, 10c. per 100; 25c. 300; 75c. 1,000.

*Melotone*  
TRADE MARK

## NEEDLES

"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Make records last longer. Can be used on ANY DISK MACHINE or RECORD. No special attachments needed. PACKED only in RUST PROOF packages of 200. PRICE, 25c. per package.

FREE Samples of "Playrite" and "Melotone" Needles to Dealers or Jobbers who write on business letterhead. Special Prices to Jobbers and Dealers. Write Now Dealers are requested to buy from their Jobber. If he won't supply you, write for name of one who will.

**BLACKMAN TALKING MACHINE CO.**

J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET

NEW YORK CITY

quarters, where two entire floors will be devoted to the sale and display of these machines. The two stores now occupied by the firm at 121 East Baltimore street and 304 North Howard street, will be abandoned this month and a more spacious establishment will be occupied, into which the two stores will be combined. The new quarters are at 315 North Howard street, a handsome five-story structure. This building has a frontage of 35 feet and a depth of 175 feet. Two of the floors will be fitted up in modern style for the exclusive handling of the Victor machines. The firm contemplates having a sound-proof apartment for giving concerts for the benefit of prospective buyers and a separate room where the machines and records can be displayed to the best advantage.

### GEO. W. LYLE ENJOYS EUROPEAN TRIP

Gives Impressions of Conditions in Europe—Smaller Concerns Being Weeded Out on the Continent, Leaving Business in a Healthier State—Pleased at Finding Steadily Improving Conditions in the Home Market—Enjoyed His Trip Abroad Immensely.

Tuesday, February 16, George W. Lyle, general manager of the Columbia Phonograph Co., General, arrived from Europe on board of the crack liner "Amerika," coming direct from England, and being listed as among the distinguished passengers. Later, in speaking to The Review, he said:

"My trip to Europe was greatly enjoyed. Besides visiting London, I was on the continent also, stopping at Berlin, Paris, and other places. General business I found extremely quiet, but the talking machine trade is no greater sufferer than other lines. As a matter of fact, the smaller manufacturers are dropping out, leaving affairs in larger and better hands, where ample capital is in sight. The speculative small fry, so to speak, who have disturbed the trade for years, are going the way of all such people when a financial crisis comes. For this relief, many

thanks are due the trade. In other words, I am of the opinion that the talking machine trade is really on a firmer footing now than ever before.

"As for business here, I am more than pleased. The Columbia Co. were never in a stronger position than they are at the present time. Our selling policy to jobbers and dealers in exclusive territory is a great winning card, and I am delighted with the great success we have achieved on the double-face disc records. If you recall, we are the pioneers in this particular line and the others are trailers. The Columbia Indestructible cylinder record is also enjoying really a tremendous trade, and the Columbia Co. have therefore little, if anything, to complain about. Yes, my trip has done me a world of good."

### SEEING IS NOT BELIEVING.

You May "See the Point" but You Should "Hear It" Before Believing.

It is a common saying that "seeing is believing," but in referring to needles for disc records J. Newcomb Blackman claims that you cannot rely on this rule. Needles are very much like the race referred to when the song, "All Coons Look Alike to Me," was written. In the case of needles there are many kinds under various names, and in most cases they look alike. The test is in hearing a record played with the needle and in noting whether the record is damaged. The Blackman Talking Machine Co., 97 Chambers street, New York city, on page 59, call the trade's attention to needles which they want tested before the purchase is made. It is evident they have confidence in the result, and such advertising is to be encouraged.

### IMPORTANT BILL PASSED.

(Special to The Talking Machine World.)

Albany, N. Y., March 2, 1909.

The Senate passed last night Senator Davis' bill providing that a receiver for a corporation

may be appointed in an action brought by stockholders owning 40 per cent. of the stock when the directors or other officers are jeopardizing the rights of stockholders or creditors, or in case of gross mismanagement.

### HIGHER PRICED GOODS IN DEMAND.

While the Staple Lines Are Steady There Is a Big Call for Victor Victrolas and Other High Priced Machines—Business Is Improving More Rapidly in the West Than in the East.

Business with the talking machine jobber and dealer still remains uneventful. On staple lines sales are steady, but by no means startling, with the western people far in advance of their eastern confreres. The spirit in the Middle West, especially, is decidedly optimistic, and the great volume of business is transacted there at the present time.

One peculiar feature is the great and remarkable sale of Victor Victrolas. The demand has not lessened materially since the holidays, and more than one jobber and dealer was compelled to return "cash money paid in" because they were unable to fill their orders for these popular instruments, despite their so-called high price. Conditions have not changed in this respect, for Victrolas are not in "full supply," as is remarked in the live stock market occasionally—more's the pity, it seems, for a lot of good money is lost all around.

Last week H. A. Yerkes, manager of the Columbia Phonograph Co.'s wholesale department, went to Boston, Mass., Buffalo, N. Y., and other points, securing a number of good orders. He spoke enthusiastically of trade with Columbia jobbers and dealers.

A small fire in the five-story brick building, 21 Kingston street, Boston, Mass., damaged the second floor, occupied by the Columbia Phonograph Co., to the extent of \$500.

# 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

put up in Lithographed Envelopes  
and Tin Boxes in Cartons

## SPECIALTIES

## SPECIALTIES

### BELTS

For Commercial Phono-  
graphs. STITCHED.

### SAPPHIRES

FOR DICTATING MACHINES  
ALL MAKES

### FEED NUTS

For All Makes, Made of  
the Best Steel

NOTE: WE SELL TO JOBBERS ONLY. WRITE FOR CATALOG TO-DAY

400 FIFTH AVENUE, NEW YORK, N. Y.



**THE TALKING MACHINE IN MEXICO.**

**No Country Where the Talker Is Better Appreciated Than in Mexico—People Are Intensely Musical—Columbia Co.'s New Store in Mexico City—A Chat With Mr. Tosi.**

Returning from Mexico a few weeks ago, Ernesto Tosi will, on March 20, sail for South America, where he will be the traveling representative of the Columbia Phonograph Co., General, making his headquarters in Buenos Ayres, Argentina. He will visit every country in the



MEXICAN ORCHESTRA WHICH MADE COLUMBIA RECORDS.

southern continent, and possibly be away indefinitely. Mr. Tosi will be accompanied by his family, a wife and daughter, going direct from New York to Rio Janerio, Brazil, then down the coast to his point of destination. As he is proficient in Spanish and Italian, besides English, and is thoroughly familiar with the Columbia line, he is one of the best equipped men this company ever sent into that territory of vast possibilities, and in which they already have a large trade.

The training of Mr. Tosi for his new and responsible position has covered several years. An Italian by birth, he was in the service of the Columbia Phonograph Co. some time, being attached to the headquarters staff of the export department in New York. About a year ago he was despatched to Mexico to learn the Spanish language and familiarize himself with the methods of doing business in the republic below the Rio Grande. In furtherance of this aim he traveled the country from coast to coast, visiting every state, from the northern line to the Central Americas on the south, his experience being varied and interesting, and not altogether free from personal danger in the semi-civilized or rougher sections. He carried a complete sample line of Columbia goods, and in the mountainous regions these were packed on mule back, while he was also mounted in like fashion, being fully armed for any emergency that might arise. Items in his expense account covered charges for an arsenal of no mean size and of formidable character. At times so hazardous were some of his trips that the local government

furnished him with a military escort of the *Guarde Rurales* for safety. Mr. Tosi scored a great success as a salesman, his record of sales in Mexico being excellent.

There are no more enthusiastic admirers of the talking machine the world over than the Mexicans. In fact, their love of music carries them to extremes in this respect. In the distant mining camps, and in the most isolated sections of that wonderful country, the poorest peon will in some way manage to buy a machine and some records, and then his cup of happiness seems filled to overflowing. Next to the talking machine comes the sewing machine, and these two articles of American manufacture go side by side in the esteem of the natives. Not infrequently Mr. Tosi found, in his journeyings throughout Mexico, that where a native shack was found, possibly of the total value of \$50, there a talking and a sewing machine were installed in the place of honor, costing several times more than the house. In fact, the Mexicans are "perfectly crazy on the subject of talking machines," as Mr. Tosi expressed it. "Further," he

added, "in one city of 40,000 inhabitants in one year there were sold 250 of our BC, or Twentieth Century machines, for \$350 Mex. (\$75 gold). A curious sight is to see a barefoot Mexican come into town carrying a \$200 machine, which he has brought in to be repaired. Ragged Indians buy the highest price operatic records, and this spirit animates the entire population, rich and poor alike."

The Columbia Co. on February 15 opened their first retail store in the City of Mexico on the Avenida Juarez 20, opposite the new opera house, and which has been handsomely fitted up and stocked with the very latest lines of the Columbia product. J. Hoffee, in charge of the wholesale department, a distinct and separate establishment, on another street, will supervise the new place until a permanent manager is appointed.

**NUGGETS OF WISDOM**

**For the Salesman, Dealer, Jobber and Manufacturer—Little Acorns of Thought Which May Make Oaks of Success.**

Slipshod management begets slipshod help; and carelessness, even in the smallest details, is never unnoticed by the employer.

Never wink at the overcharging of a customer. Reprove a clerk as quickly for an error in your favor as for one in favor of the customer.

No engagement is so unimportant as not to be worth punctuality. Be on hand when you agree to be and you can demand punctuality in others.

The successful man to-day is the practical man. If you are not already familiar with the working side of your business, begin the study of it now.

It will pay any man, no matter how big his store, to see as many customers personally as his time will allow. People like to do business with the head of the concern.

No arrogant man shall pass through the portals of Mercantile Success. He who is an arrogant employer shall have servile employes. What a prize combination for repelling trade!

If you expect your clerks to be enthusiastic about the store and the business, see that you give them some reason to be. Nothing will starve to death much quicker than enthusiasm.

Cultivate the idea of faith in your own ability to sell. Have quiet, confidence, but no cheek of the brassy kind.

It is better to be an active, well-paid canvasser on the road than a poorly paid, inactive salesman in the ware room.

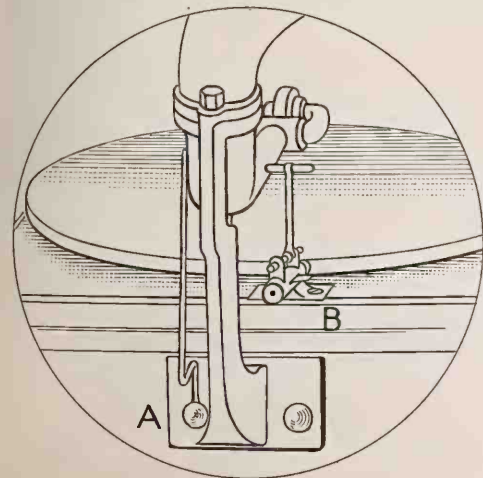
A glossy silk hat and an old-gold necktie won't



COLUMBIA STORE IN MEXICO CITY.

sell anything unless there are brains between them.

Most everybody in creation is open to influence by common sense talk.



**Cook's Automatic Stop** FOR **Talking Machines**

Machine Stops Itself As Record Is Finished

**HOUSE TO HOUSE CANVAS A GREAT SUCCESS**

Many dealers are selling large numbers of these Automatic Stops by sending a man to call upon persons to whom they have sold machines and demonstrate the actual value of the stop. In almost every case a sale has resulted.


**YOU CAN DO THE SAME THING**

Fits Victor, Zonophone, Star and all other Disc Machines

Price \$3.00, subject to regular trade discount

Samples sent to dealers upon receipt of price—Distributed only by

**COOK SALES CO., 29-31 Liberty St., = NEW YORK**



## The Needle Situation in a Nut Shell

❑ The machine buyer wants one of three tones—Soft, Medium or Brilliant. He himself doesn't know which he likes best.

❑ The inability of dealers to demonstrate each of these tones has often lost a sale.

❑ The regular Victor needle gives you the Brilliant tone and is an excellent needle.

❑ The Victor Victrola needle at the reduced price, highly polished, with uniform points of special tempered steel, is probably the best needle made.

❑ The B. & H. Fibre Needle, in the original length, gives you a soft tone. As you cut it with our Improved Fibre Needle Cutter, it develops a medium tone. This needle has many excellent talking points.

❑ Our Exhibition line of needles is made in five styles—Brilliant, Musical, Medium, Loud and Soft. Your cost on these needles guarantees you actually 250% profit.

❑ Send for our needle circular at once. The prices will be a revelation to you.

❑ Improved Fibre Needle Cutter retails at \$1.50, the regular Victor discounts apply. Endorsed and supplied by the B. & H. Fibre Needle Co.

**The Talking Machine Co.**  
72-74 WABASH AVE.  
CHICAGO, ILL.



Improved Fibre Needle Cutter  
Price \$1.50.



# FROM OUR CHICAGO HEADQUARTERS

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

Trade of Fairly Satisfactory Volume—Geo. W. Lyle on Western Trip—The Fibre Needles Attaining Fame Throughout the World—The Annual Business Show and the Exhibitors—Voltz With Lyon & Healy—Henry Representing Hawthorne & Sheble Mfg. Co.—Siegel-Cooper Changes—Edison Mfg. Co. in New Quarters—E. H. Uhl on Trip to Pacific Coast—"Uncle Josh" Stewart a Visitor—B. G. Royal Looking Over Trade—A. D. Geissler's Report—W. W. Parsons Resigns—G. L. Scofield Succeeds Him—Photographing Admiral Evans—Edison Business Phonograph at Business Show—Other News.

(Special to The Talking Machine World.)

Chicago, Ill., March 8, 1909.

Jobbers here and through the West generally so far as can be learned report that trade during February has been of fairly satisfactory volume, fully equal to January as far as the number of days was concerned, and in a few instances a comfortable increase for the month. The month showed an increase as compared with the same period last year varying in volume with different houses. The virility of the business is shown by the fact that all the local jobbers report quite a number of good new dealers opened up since the first of the year. Response to the Victor exchange proposition has been very general, but there is considerable complaint because of the delay in shipment of the double faced records. The new Victor II and III have been received with the greatest of approval, the new III being the subject of special commendation.

George W. Lyle, general manager of the Columbia Phonograph Co., General, arrived in the city last Friday, and after a very busy two days returned to the East on Sunday. The principal object of Mr. Lyle's visit was to consider the matter of a new location for the Chicago headquarters, as the big store, at 88 Wabash, so long occupied by the company, is to be given up on May 1. No definite decision was reached, but negotiations are in progress and the matter will undoubtedly be determined within a week or so. The desirability of a more central location was the determining factor in the refusal to renew the lease on the present quarters, and in all probability the Columbia will be found after May 1, somewhere between Adams and Van Buren streets, on Wabash. Mr. Lyle was very much pleased with the volume of their business, and said that February showed a marked increase over January all through the service.

The B. & H. Fibre needle is a Chicago product which has already won a world-wide reputation. Numerous items are beginning to crop out in foreign journals concerning the wooden needle. For instance L. E. Wright, in a communication in the February of "Sound Waves," of London, pays a high tribute to the fibre needle, especially for use on high class records. "My idea of perfection," he says, "is the use of fibre needles and the wooden horn in connection with a good machine and sound-box. Thus equipped the machine is a revelation." February was the biggest month in the history of the B. & H. Co., and witnessed larger orders from the coast than ever before and the opening up of the Canadian trade in a most satisfactory manner.

A rumor is extant that one of the New York talking machine dealers is considering the matter of opening up in the down town district of Chicago. The reports are very vague, however, and nothing may come out of the matter.

E. B. Bostwick, Western traveling representative for the Edison Business Phonograph Co., was in the city last week attending the business show and left on Sunday for a trip through the Central West which will be of at least two months' duration. "Not only are we securing representatives for the business phonograph in all the principal cities, but in a large number of towns of less than 10,000, we have agents who

are doing a profitable business. Some of our strongest agents are among the regular talking machine dealers. Their knowledge of Edison phonographs is, of course, valuable and an enterprising man, with the aid we can furnish him, soon becomes proficient in presenting the proposition to business men."

Lyon & Healy have just installed a complete new system of record bins in their wholesale talking machine department. There are sixteen cases, eight feet high by ten feet long, and the compartments are horizontal, so that the records are laid flat. All of the records are carried in stock in envelopes and this arrangement aids materially in handling. The cases are nicely finished and present an extremely ship-shape appearance.

W. A. Voltz has returned to Lyon & Healy after a year's absence in other lines and will represent the talking machine department on the road. He is now on a Michigan trip. He is an experienced wholesale "talker" salesman.

The Salter Manufacturing Co. are having an excellent demand on their new improved disc record cabinet in which the discs are laid flat, one record to a compartment, and each shelf is lined with soft green felt, preventing the discs either single or double, from being scratched. The handsome double cabinet, No. 784, has had a prominent place in Chicago window displays the last month and has attracted admiring attention. Several attractive new cabinets, embodying the same principle, will soon be offered the trade by the company.

Malcolm B. Henry is now representing the Hawthorne & Sheble Manufacturing Co. in Chicago and the West, vice Harry K. Tilt, resigned. Mr. Henry has established an office at room 610, 40 Dearborn street. Although a young man, he has been continuously in the trade since 1893 and has a wide acquaintance among dealers and jobbers. He traveled in western territory for Hawthorne & Sheble for some time, leaving them to take charge of the Columbia branch in Denver. He has just returned from a successful trip to St. Paul and Minneapolis.

Siegel, Cooper & Co. contemplate changes in their building which will enable them to give greatly increased space to the talking machine department, which now occupies small quarters

on the corner of the third floor. The open space above the shipping court will be enclosed from the third floor up and this additional footage on the third floor, 60 feet wide by 20-feet deep, flanked on either side by elevators will be fitted up in first class shape for the talking machine and small goods departments. At one end of the new department there will be two Victor booths and at the other end two Edison rooms. The general salesroom will be located in a large space between the booths and here daily talking machine concerts will be given. The small goods counters will extend along the east end of the room. The house expects to greatly increase their talking machine department in their new quarters.

Number 304 Wabash Ave., which has so long been the headquarters for various branches of the Edison Co.'s activities in Chicago, will be entirely deserted by the representatives of the "Wizard" this week. George Hardin, Western representative of the Edison Manufacturing Co., and looks after both their moving picture and battery interests here, and A. V. Chandler, Illinois representative for the National Phonograph Co., will move to 90 Wabash avenue, northeast corner of Washington street, where they will occupy commodious quarters on the fourth floor. Mr. Chandler leaves this week for a trip through the state, which will extend as far south as Cairo, and will take him about a month.

George Ornstein, manager of traveling salesmen for the Victor Co., arrived in the city on Saturday last on one of his ever-welcome visits to the local jobbers.

Edwin H. Uhl, Western manager of the Rudolph Wurlitzer Co., left on Wednesday last on a trip to the coast by way of Salt Lake City and Denver. He was accompanied by Mrs. Uhl and they will be gone about six weeks. While the journey is undertaken primarily for pleasure, Mr. Uhl remarked to F. H. Siemon as he left the store, that he had a catalog and order book with him and that they would probably hear from him at various points in the trip.

Cal Stewart, the inimitable Uncle Josh of talking machine record and theatrical fame, was in Chicago on Friday last on his way westward to the coast. He is monologuing on the Orpheum circuit. The last time he was here he stayed for a couple of weeks, playing a "rube"

## The Economy Racks A NOTABLE INNOVATION

**The Economy Disc Record Rack**—Convenient, Portable. One record to a compartment. No handling of several to find the one you wish. Made in highly polished Mahogany or oak or oak mission. Attractive Billiard cloth cover. Retail prices—Rack for 10-inch records, \$3.50; 12-inch, \$3.75; Rack for insertion in cabinet, \$1.50.

**The Perfection Disc Record Racks**—This is a rack similar to the Economy but less ornamental and therefore cheaper. Price, \$1.50 for 10-inch records; \$1.75 for 12-inch.

**The Ideal Negative Rack**—for photographers—Amateur rack, holds anything from a postal card to an 8x10 negative. Price, \$1.25 retail. Professional rack, adjustable, holding anything from 8x10 to 14x17. Retail price, \$1.75.

We can now make prompt shipment in Jobbing Quantities.

**COMING**—The most unique talking machine cabinet ever introduced to the trade. It will embrace the "Economy" principle and will create a sensation.

**R. H. JONES,** Patentee and Sole Manufacturer 1-17 Bryan Place, Chicago, Ill.

# We'll Build Up Your Business

The *quickest* way to build up your business is by giving *prompt service* and furnishing *reliable goods*.

You don't necessarily have to carry a *large stock*, but when a customer wants a thing he wants it *quick*.

And you simply *can't afford* to take any chances of losing a profitable sale by delay on the part of the firm from which the article is ordered.

It behooves you to deal with an *established house*, where *improved methods* and a large and capable sales force can fill your orders *promptly* and *efficiently*.

It is just such *dependable service*, supported by *forty-five years* in the music business, that *we* offer *you*.

If you are not already on our list of

## Victor and Edison Dealers

write us *to-day*. We will be glad to keep you posted from time to time on all kinds of *money making goods*, just as soon as they come out.

*Victor* and *Edison* goods of all kinds, in vast quantities, are constantly on hand. No order too large for our facilities, and *none too small* to merit our best attention.

We sell "Everything known in Music."



Lyon & Healy

CHICAGO



character in a melodrama. This time, however, his public performances were all at Lyon & Healy's. He showed up at C. E. Goodwin's office about noon and was immediately taken in charge and shot down the elevator to Victor Hall, which was filled with its usual noonday capacity audience. Mr. Goodwin introduced Uncle Josh in his usual facile and polished manner, and Stewart told stories and incidentally demonstrated the trueness to life of the talking machine reproductions of his verbal characterizations for fully half an hour. Later in the afternoon he again appeared on the fifth floor and made records for anybody and everybody who wanted them.

The branch store of the Columbia Phonograph Co., at Joliet, Ill., has been discontinued, the accounts being turned over to the local Columbia dealer. Oscar Radix, the former manager, comes back to Chicago and will assume a position in the retail department of the local headquarters.

L. C. Wiswell, assistant manager of the talking machine department of Lyon & Healy's, has returned from a two week's trip through portions of Michigan and Iowa. He found business as fairly active all along the line, and in some cases more so. Rumor hath it that the establishment of several good new deals resulted.

B. G. Royal, president of the Universal Talking Machine Co., spent Saturday, Sunday and Monday, Feb. 27, 28, and March 1 in Chicago. He was accompanied by Mrs. Royal. From here they returned East.

A gentleman went into the Wurlitzer store the week before Christmas and told John Otto, retail manager, that he wanted a talking machine, the cheapest he had in the house. "The children say that it won't be a Christmas unless they get a machine," said he, "and I have got to get it, although I don't want it." Otto sized the customer up as a man of means and figured that he had not been properly introduced to the talking machine proposition. He showed him a Victor Jr., "That's all right," he said. "Give me half a dozen records and end the agony. No! don't play it." The salesman remarked that he wanted to see if the machine was in perfect order (although, of course, he would not have given him the sample machine) and put on a melodious instrumental record. He watched the man and saw that he was not greatly shocked, and quickly tried a Red Seal record, "Bartlett's Dream," on a Victor III. The customer showing appreciation and a desire to linger, a Caruso record was then rendered on a Victrola. The man admitted that

he had never dreamed that such music could be produced by a talking machine. Before he left he had bought a Victrola and is to-day one of the best Red Seal customers they have.

E. A. Phillips, manager of the sporting goods, toy and talking machine department of M. Rothschild & Co., is in the East on his regular spring buying trip and will return in about a week. His assistant W. M. Baach, who, by the way, joined the noble army of benedicts a month ago, and is still laboring under a load of congratulations, reports business as very fair for the season and that they are getting more and more of the better class of business owing perhaps to their own persistent efforts in that direction. They still keep up their afternoon illustrated song recital with satisfactory effects on records sales.

Arthur D. Geissler, general manager of the Talking Machine Co., says that February broke even with January, in spite of the short month and holiday. The March list sold in great shape and the present month has opened up in a brisk manner both as regards machines and records. Generally speaking, stocks in the hands of dealers are not at all burdensome and the prospects for a good brisk trade are excellent. Some very enthusiastic letters have been received lately regarding the "cabinet that matches," which has created a remarkable demand for itself in the remarkably short time it has been on the market. The company has been compelled to increase its shop force on account of the increased demand for the Wade fiber needle cutter, which they manufacture.

The Columbia Phonograph Co. have one of their attractive feature window displays in this week. It exploits the three "Rose Hits," "Meet Me in Rose Time, Rosie," "That's What the Rose Said to Me," and "Roses Bring Dreams of You." The title pages of the sheet music of the three are reproduced in colors on a large card and one of the records is kept revolving on a graphophone which also supports a vertical rod at the top of which is affixed another record which is also kept in motion. A solid window display of the indestructible records is also made.

Harry Berger, representing the Talking Machine Co., has just returned from a trip through Iowa and Illinois. He is proving a successful road salesman as he has in the other positions he has occupied.

W. W. Parsons, who after twelve years' service with the Columbia Phonograph Co., as manager of the commercial graphophone department, became identified with the Dictaphone Co. of America as district manager, when they took over the Columbia commercial interests a few months ago, has tendered his resignation and will take a much-needed vacation for a month or so, before re-entering business. He has several flattering offers but has not definitely decided as yet. Mr. Parson's experience in the dictation machine business extends over a period of over fifteen years. He started with the North American Phonograph Co. in 1893, later with the Talking Machine Co., for two years, and went with the Columbia Co. when they opened their Chicago business. Not only is he known as a thoroughly equipped talking machine man, but he has a reputation among office appliance men as a salesman and executive of unusual accomplishments.

General Manager J. W. Binder of the Dictaphone Co., was in the city last week and completed arrangements with G. L. Scofield to assume the district management of the company, vice Mr. Parsons resigned. Mr. Scofield has been a prominent figure in the automobile business in Chicago for several years past, managing the affairs of the Acme Co., in this section and also having charge of the used car department for the White Co., of the West. Prior to that, however, he was in business in Dallas, Tex., handling a general line of office appliances and specialties. The Dictaphone offices will be removed this week from the Columbia store at 88 Wabash avenue, to Suite 1704, Heyworth building.

Three of the Victor Co.'s sa'esmen were in the city Saturday to meet George Armstrong. They

were Mr. Ebeline, who is now working Indiana, Mr. Sues, Michigan, and Mr. Pbillips, who recently returned from California and is now traveling in Illinois.

L. A. Olmstead, proprietor of the Vim Co., talking machines, sporting goods, etc., 68 Lake street, has leased the three-story building at 166 Clark street, and will occupy it as a branch store after May 1. Mr. Olmsted recently opened a store at Minneapolis.

When Robley D. Evans came to Chicago to lecture last month he found L. K. Cameron of the Wurlitzer house waiting at the hotel with a Victrola and a camera, intent on securing a photograph of the famous admiral, listening to the Victor record of his farewell speech on retiring from the navy. It took some persuasion but he finally capitulated and settled himself with an expression of grim determination which was not what was wanted. The "Forza del Destino" duet, by Caruso and Scotti was put on and the ex-commander's face assumed an expression of rapture which was faithfully caught by the camera.

Jobbers state that they are at last able to obtain adequate stocks of the Economy and Perfection disc record racks, made by R. H. Jones, of 117 Bryan place, Chicago. These inexpensive, but very slightly and convenient racks, not only hold but one record to a compartment, thus making them equally suitable for double-faced or single records, but the record is held firmly at three different points, thus giving them additional protection. The number of styles has been increased, making a particularly fine assortment of rack meeting every requirement that the dealer is likely to encounter. The same principle is utilized in the ideal Negative, which Mr. Jones also makes.

The Edison Business Phonograph has been as usual represented at the annual business show at the Coliseum, which closed Saturday night. The exhibit this year is made under the auspices of the Business Phonograph Co., of Chicago, a local dealer, Edwin C. Barnes, manager. Mr. Barnes was assisted by his sales manager, J. D. Pahlman and E. B. Bostwick, Western traveling representative for the Edison Business Phonograph Co., manufacturers, of Camden, N. J., was in attendance and was kept busy exploiting the merits of the

**Edison Jobber**  
**Zonophone Distributor**



New Design  
Wooden  
Disc Record  
Racks

====

Wire  
Record  
Racks

**RECORD CABINETS**  
**SPRINGS**  
for all makes and size machines

Stereopticons, Post Card Projectors  
and Moving Picture Machines

**JAMES I. LYONS**  
265 Fifth Avenue  
CHICAGO

**THE MISSING LINK**

**Which ?**



This is **SUPPOSED** to be the **Missing Link** between **Man and Monkey**.

This New All-Metal Ball-Joint Horn Connection is **BEYOND A DOUBT** the Missing Link between the **Phonograph and Horn**.



IT'S ALL IN THE BALL!

**"TIZ-IT"**  
(TRADE NAME)

Retails at 50 Cents. Regular Discounts  
**To Dealers,** that cannot be supplied by their jobber, we will send this new connection in 1 dozen lots, **PREPAID**, at \$3.60.

**Kreiling & Company**  
Inventors and Sole Manufacturers  
North 40th Ave. and Le Moyne St.  
CHICAGO, U. S. A.



machines. The booth was a large one near the center of the building and was attractively decorated, florally and otherwise. The various types of business phonographs were shown, including the spring motor, the direct current, and the Universal motor machines, and the electric shaving machine.

A vast amount of interest was of course created by the Universal motor, the company's latest production, and which will adjust to any electric light current, alternating or direct. Other late improvements such as the cylinder ejector, recorder guard, etc., were duly expatiated upon. Mr. Barnes stated that the show was a success so far as they were concerned and particularly so as they had learned from the experience of previous years to pick and centralize their efforts on the genuinely interested, treating the curiosity seeker with courtesy, but without waste of valuable time.

Nelson C. Durand, general manager of the Edison Business Phonograph Co., was in Chicago on Saturday, the 27th, and was therefore able to visit the booth, as the show opened that afternoon. He returned East on Sunday.

### WATCH YOUR VIBRATIONS.

If You Like Music in C You Are Domestic, Mrs. Greeley Says.

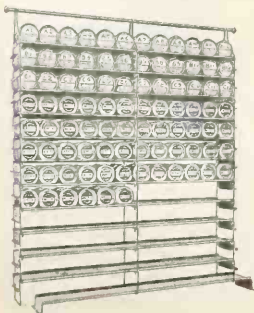
Useful hints in regard to temperaments as indicated by the tuning of the personal vibrations were given by Mrs. Miriam Mason Greeley at the Tuesday Causerie at the Waldorf-Astoria last week. According to the personal vibration theory, the man who hankers after the ingenue type clad in white muslin with a blue sash has instinctively hit upon elements of vast psychic importance. The white has the vibration of ethereal perfection, the blue sash showing a shrinking, conservative, and thoughtful nature. If perhaps the girl prefers music written in the key of C the man has made an excellent choice for matrimony, because the vibrations of that key tone in with a domestic nature.

The color guide is the least satisfactory, for a woman who wears grays and blues for fashion's sake may have really the green feeling, which is a very uncongenial one, being pugnacious and partisan. In that case the woman should cultivate the blue feeling, for a plaid disposition in those shades would combine the combative and conservative in due proportions.

A genuine and instructive preference for red denotes an intense and passionate nature. In this instance the emanations from the color are effective. Mrs. Greeley quoted the case of a writer who, when she wished to produce a fervid passage, hung up a red shawl and let the intense emanations bring her to the proper state of mind.

The matter of numbers is more complex, but this much is sure, that any man who marries a woman whose natural number is nine will surely regret it, for "the combination of three times three means that when she gets through talking there isn't much left worth saying." Eleven, said the lecturer, denotes incompleteness, hence a scatter-brained individual. Twelve shows the ecclesiastical bent and the desire to convert the heathen.

Music is another guide for the wary. Any person liking the key of E, particularly if she also has a fondness for red, will be intense to the point of spontaneous combustion.



Patented July 26, 1908

### Mr. Dealer: "Serves You Right!"

If you let the other fellow supply your customers with The Schubert Extensible Rack.

Made of metal interchangeable shelves, nicely black enameled, which can be formed into any size rack a customer has records to fill and then added to as more are gotten. Each shelf holds 12 records and as many shelves subsequently added to suit the occasion, ranging from 1 to 20 or more. Put together and taken apart at will. Records cannot fall out. Good profit to dealer and cheap enough for every phonograph owner. Small lot starts your whole trade, creating an endless chain of sales, both in shelves and records. Send for terms and prices, also jobber's name from whom you buy.

G. H. SCHUBERT, 199 W. Madison St., Chicago, Ill.

## "MERRY WIDOW" CO. ENJOY "MERRY WIDOW" RECORDS.



During the recent visit of the Henry W. Savage "Merry Widow" company to Cincinnati, O., where they played to large audiences at the Grand Opera House, they were frequent visitors to the handsome talking machine department of the Rudolph Wurlitzer Co., in that city, and so delighted were they with the "Merry Widow" records that the pictures of the entire cast were taken listening to the Victor Victrola machine which we are privileged to reproduce.

Indeed it would be difficult to find any body of singers so enthusiastic as were the ladies and

gentlemen who make up the "Merry Widow" company, over their cordial reception at the Wurlitzer talking machine headquarters.

We may say, by the way, that during the stay of the company in Cincinnati the Rudolph Wurlitzer Co. made splendid use in their advertising copy of the repertoire of talking machine selections from the "Merry Widow" which they carry. It was up-to-the-minute work that merits praise for those who conceived and worked out the idea. It is publicity that is well worth emulating by the trade.

The difficulty of this matter is for anyone to distinguish from casual matters of fashion or custom by her true esoteric sense her favorite color number and musical pitch. Then one should apply it practically, for it should be, Mrs. Greeley explained, "the personal vibration, both esoteric and exoteric." When some one told the lecturer that no one knew what that meant she replied that she congratulated herself on finding something absolutely new.

### PHONOGRAPH IS HIS DOCTOR.

A wealthy bachelor of Fallon, Neb., who can neither read nor write, has solved the problem of taking his physician's instructions during his illness by having them dictated into a phonograph, which is taken to his home and placed in the bedroom. There he is reminded just when and how to take his medicines, what he can eat, and what other things he must do to regain his health. He was sorely troubled when he first became ill, as he was not able to remember his doctor's instructions, and refused to have a nurse. The mistake nearly cost him his life,

and the phonograph was secured to solve the problem.—Edison Phonogram.

### INCREASE YOUR RECORD SALES.

A System of Carrying Records Which Increases Sales.

The day of the dealer with a dusty stock of machines and records, making a success, is past. Customers will not patronize dealers whose stock is not well kept and in a clean condition, indicating that the goods are new.

What is more aggravating to a customer than to wait five minutes for a dealer to tell him whether he has a certain record in stock and then in many cases find that the record is out? Up-to-date dealers realizing this are adopting the best system of carrying records, and according to the Blackman Talking Machine Co., of 97 Chambers street, New York City, their tray system used in connection with the Rapke label, as illustrated on page 33, fills the bill. Dealers will do well to investigate same.

### ORDER WORTH \$2,000.

L. W. C. Martense, a new Columbia dealer in Albany, N. Y., placed an initial order for \$2,000 worth of machines and double-face records. Mr. Gaines said he had a splendid field and was working its possibilities to the limit.

Elbert Hubbard says: "To establish and maintain order, harmony and excellence in the territory under one's own hat, will keep one fairly well occupied."

There is the same distinction between buying goods and ordering them as between selling goods and taking an order.



**OHIO "TALKER" MEN MEET**

**In Cincinnati and Hold Quarterly Meeting— Many Notable Addresses Made—Next Meeting to be Held in Cleveland in May.**

(Special to The Talking Machine World.)

Cincinnati, O., March 4, 1909.

The first quarterly meeting of the Ohio State Association of Talking Machine Dealers, which was organized in Columbus last November, was held at the Sinton February 21. Routine business was transacted at the morning session, and in the afternoon Charles J. Williams, Zanesville, spoke on "Past, Present and Future of the Talking Machine Business," and W. H. Snyder, Columbus, delivered an address on "Competition." Mr. Doerzbach gave a talk on "Selling Our Line."

The members of the association, of whom 35 were present, were entertained at dinner at the Sinton that night by the jobbers of Cincinnati and other cities. Addresses were delivered by J. F. Bowers, president of the National Association,



PRESIDENT C. A. CAJACOB.

Chicago, on "Trade Organizations"; P. B. Whitsit, Columbus, on "The Relations of the Manufacturer, the Jobber and the Dealer"; Joseph Dittrich, Cincinnati, on "The Successful Dealer."

The officers of the association are: A. C. Cajacob, of Wapakoneta, president; Geo. J. Doerzbach, of Sandusky, vice-president; Charles Williams, of Waynesville, treasurer, and Martin Chandler, of Chillicothe, secretary.

The next meeting will be held in Cleveland on May 5.

Among the papers read at the convention was the following interesting paper on "Advertising the Talking Machine Line," by C. W. Page, of the Rudolph Wurlitzer Co.:

"A popular English writer has this to say about a certain class of people: 'They put us to sleep,' says she, 'because they tell us the reason of things.'

"I do not recall the circumstances that occasioned this remark, but I would not give 'thank you' for advice to do thus and so in business, unless the admonition carried a liberal accompaniment of 'reasons why.'

"Now, I have made what I call a very nervy start on my subject for this occasion. I have voluntarily put myself in a position where every piece of good advice I serve up has got to be reinforced with a carefully selected, quarter-sawed, hand-polished 'reason because' or I cannot expect much consideration at your hands.

"The subject of advertising is too broad, too deep, and our time is far too limited to attempt to treat it at length. I have just one thought to give you to-day, but it is a good, big thought, and if you will take it home with you and work it out in your business you should find it highly profitable. The thought is timely advertising.

"Take full advantage of current events that the public is interested in by advertising Victor and Edison in this connection in your local newspapers.

"To illustrate: The play, 'The Merry Widow,' comes to the theater. The newspapers are full of it; the billboards on every side appeal to passers-by with gorgeous lithographs of the seductive waltz 'that steals away men's souls.' The newsboys and school boys whistle, the school girls hum it on the streets; orchestras play it at dances; pianos take it up in parlors—in a word,

the whole town is 'Merry Widow' crazy.

"Now for a series of good strong newspaper ads., headed 'The Merry Widow' in big bold capital letters, and a happy reminder that all the charming 'Merry Widow' music can be enjoyed in the home with a Victor or Edison.

"Mention the favorite songs and instrumental numbers and the artists who made the records. The Victor has 'The Merry Widow Waltz,' sung by Mme. Sembrich; the Edison has the Vilia Song, sung by the foremost European prima donna in the rôle of the widow, etc. 'Think of perpetuating the pleasure of the theatrical performance,' your ad will say, 'of renewing acquaintance with your favorite selections in your home, where they are most enjoyed.' Then conclude with a broad cordial invitation to everybody to come in to-morrow and hear 'The Merry Widow' music at the free all-day concert—everybody welcome.

"Don't you think such advertising must sell records to Edison and Victor owners and machines and records to non-owners?

"Next week perhaps another show comes to town; you look up its music in your record catalog and your public is again reminded that the music can be made a permanent feature of their homes, if only they invest in a Victor or an Edison.

"Keep this up consistently, and sooner or later everybody must get the thought that a talking machine is in truth a 'home theater.'

"Dress your windows up to harmonize with the newspaper advertising. Show managers are always glad to part with photographs of leading actors and scenes for this purpose, as well as colored posters that can be hung up or cut out and backed on pasteboard for standing up.

"This week 'The Merry Widow' is in Cincinnati. The advertising manager of the company came to our firm and gave us enough advertising matter to fit out a county fair exhibit. We even secured electrotype cuts of 'The Merry Widow Waltz' for illustrating our newspaper ads.

"A week ago Nat M. Wills was on the bill of a local vaudeville theater. We featured his Victor records and the newspaper furnished us with an excellent cut of this actor in his costume as 'The Happy Traump.' It brought the people in. Your newspapers can help you out the same way and will gladly do it.

"Sometime since Admiral 'Fighting Bob' Evans lectured here. We made a strong feature of his record, 'Farewell Address to the Navy,' and the newspapers furnished us cuts of the Admiral for illustrating the ads.

"Another fruitful subject for newspaper ads is popular song hits of the day, such as 'Rainbow,' 'School Days,' 'Sunbonnet Sue,' 'Taffy,' etc.

"There is always something special to talk about. Keep your eyes open for the unusual things of wide public interest and press them into your advertising service. Make them pull for you.

"The thoughtful miller utilizes the strength of the stream for turning the wheel of his grist mill. Over the hill is his home. A lofty windmill stands close by. The vagrant currents of the air cause it to revolve and pump water for his household requirements. Neither the wind nor the water costs him anything, but both are made to pull.

"Such incidents as I have mentioned cost a dealer nothing; nevertheless, than can be made to pull."

After several "airship" trips to the West, Walter L. Eckhardt, president of the Manufacturers Outlet Co., and a director of the Leeds & Catlin Co., New York, is back East again. Walter is one of the busiest men in the business at the present time, and so is his friend, Frank W. Boyer, president of the Chicago Music Co., who distributes solid silver pencils to his allies and sells about all the mica diaphragms that are bought in this country. Mr. Boyer's home is in Valparaiso, Ind., but most of his time is divided between Chicago and New York. As Mr. Eckhardt described him, "Mr. Boyer is the mica king of this country."



**You've been caught like this:**

Customer comes into your store and asks for some Victor, or Victor Record, or some accessory that you haven't got.

You telegraph or 'phone your jobber at once.

He promises to ship by express same day *sure*.

You wait and wait, and then wait some more—and still wait.

Your customer comes again and again to get the goods.

You make a whole lot of explanations.

And finally your customer gets disgusted, and you lose the sale.

**Don't let it happen again!**

What's the use of losing business on account of a slow jobber? You don't have to do it.

Try us. We don't know what "slow" means. "Hustle" is our motto. And there's one thing we guarantee—YOUR ORDER WILL BE SHIPPED THE DAY WE GET IT.

Again! You'll never catch us short of stock. Send for any Victor, or Victrola, or Victor record; or horns, record cabinets, fibre cases, English needles, accessories or parts—we've got them, and plenty of each. You get just what you want, when you want it. We're "minute-men."

Another point! We don't handle anything but Victor goods, and we don't mix up orders.

Try us! Don't take your jobber's promise to "be good." He probably did his best before. Our best is the best. Send us your next rush order, and we'll show you how quick we can handle it.

We've got a mighty interesting booklet that we want to send you, called "The Cabinet that Matches." It tells about our record cabinets that exactly match every style of Victor in design and finish.

Drop us a postal to-day for this booklet and our catalogues. They're worth money to you.

**New York Talking Machine Co.**

Successors to  
The Victor Distributing and  
Export Company

**83 Chambers St., New York**





## TWO CENT ROYALTY COPYRIGHT BILL A LAW.

After a Three Years' Fight the Copyright Bill Was Unexpectedly Pushed Through House and Senate at Last Moment—The Much-Discussed Music Section—Comments of Members of the Trade on the Passage of Copyright Legislation—Goes Into Effect July 1, 1909.

(Special to The Talking Machine World.)

Washington, D. C., March 4, 1909.

What seemed impossible has been accomplished, namely, the passage of the revised copyright statutes by the Senate and House yesterday, the law being signed by President Roosevelt to-day among the very last measures enacted by the Sixtieth Congress, which expired by limitation at noon. The new copyright act, which goes into effect July 1, 1909, is the one prepared by the Hon. Frank D. Currier, of New Hampshire, chairman of the House Committee on Patents, and was called by his name. It was reported to the House and unanimously recommended for passage on February 17. Considering the few legislative days remaining of the short session, grave doubt was expressed that the bill would be placed on passage. Nevertheless, miracles will occur, and the enactment of an elaborate measure of this nature, dealing with so many interests of a more or less complex character, and which had been passionately discussed pro and con for four years, in the last day but one, when both the Senate and House are in the throes of the closing hours of an unusually turbulent session, must be so classified.

Early yesterday Mr. Currier called up the bill in the House under a suspension of the rules and it was passed as reported. In the evening the same procedure was followed by Senator Smoot, of Utah, chairman of the Patents Committee, and with like result. The chief hindrance in the passage of a copyright bill before this has been the musical section, and as enacted it reads as follows:

"Section 1. Any person entitled thereto, upon complying with the provisions of this act, shall have the exclusive right—(e) To perform the copyrighted work publicly for profit if it be a musical composition; and for the purposes set forth in subsection (a) hereof; to make any arrangement or setting of it, or of the melody of it in any system of notation, or any form of record in which the thought of an author may be recorded and from which it may be read or reproduced:

"Provided, That the provisions of this act, so far as they secure copyright controlling the parts of instruments serving to reproduce mechanically the musical work shall include only compositions published and copyrighted after this act goes into effect; and shall not include the works of a foreign author or copyright proprietor unless the foreign nation of which such author or composer is a citizen or subject grants, either by treaty, convention, agreement or law to citizens of the United States similar rights.

"And provided further, and as a condition of extending the copyright control to such mechanical reproductions, That whenever the owner of a musical copyright has used or permitted, or knowingly acquiesced in the use of the copyrighted work upon the parts of instruments serving to reproduce mechanically the musical work, any other person may make similar use of the copyrighted work upon the payment to the copyright proprietor of a royalty of two cents on each such part manufactured, to be paid by the manufacturer thereof; and the composer may require and if so the manufacturer shall furnish a report under oath on the twentieth day of each month on the number of parts of instruments manufactured during the previous month serving to reproduce mechanically said musical work, and royalties shall be due on the parts manufactured during any month upon the twentieth of the next succeeding month.

"The payment of the royalty provided for by this section shall free the articles or devices for which such royalty has been paid from further contribution to the copyright except in case of public performance for profit: And provided further, That it shall be the duty of the copyright owner, if he uses the musical composition him-

self for the manufacture of parts of instruments serving to reproduce mechanically the musical work, or licenses others to do so, to file notice thereof, accompanied by a recording fee, in the Copyright Office, and any failure to file such notice shall be a complete defense to any suit, action, or proceeding for any infringement of such copyright.

"In case of the failure of such manufacturer to pay to the copyright proprietor within thirty days after demand in writing the full sum of royalties due at said rate at the date of such demand the court may award taxable costs to the plaintiff and a reasonable counsel fee, and the court may, in its discretion, enter judgment therein for any sum in addition over the amount found to be due as royalty in accordance with the terms of this act, not exceeding three times such amount.

"The reproduction or rendition of a musical composition by or upon coin-operated machines shall not be deemed a public performance for profit unless a fee is charged for admission to the place where such reproduction or rendition occurs."

Regarding the duration or "life" of copyright the following applies:

"Section 23. That the copyright secured by this act shall endure for 28 years from the date of first publication, whether the copyrighted work bear the author's true name, or is published anonymously, or under an assumed name; Provided, that in the case of any posthumous work or any periodical, cyclopedic or other composite work upon which the copyright was originally secured by the proprietor thereof, or of any work copyrighted by a corporate body (otherwise than as assignee or licensee of the individual author or authors) or by an employer for whom such work is made for hire. The proprietor of such copyright shall be entitled to a renewal and extension for a further term of 28 years when application for such renewal and extension shall have been made in the Copyright Office and duly registered therein within one year prior to the expiration of the original term of copyright: And provided further, That in the case of any other copyrighted work including a contribution by an individual author, when the contribution has been separately registered the author if living, or his widow, widower or children, if he is dead, or his executors if there are neither widow, widower or children, or in the absence of a will, his next of kin are to be entitled to a renewal or extension for a further period of 28 years after registration."

In default of registration the copyright would expire at the end of the first 28 years from publication.

In the prosecution of infringements the act provides as follows:

"Section 25. That if any person shall infringe the copyright in any work protected under the copyright laws of the United States such person shall be liable:

"Fourth—(c) To deliver up on oath, to be impounded during the pendency of the action, upon such terms and conditions as the court may prescribe, all articles alleged to infringe a copyright; (d) To deliver up on oath for destruction all the infringing copies or devices, as well as all plates, molds, matrices, or other means for making such infringing copies as the court may order; (e) Whenever the owner of a musical copyright has used or permitted the use of the copyrighted work upon the parts of musical instruments serving to reproduce mechanically the musical work, then in case of infringement of such copyright by the unauthorized manufacture, use, or sale of interchangeable parts, such as discs, rolls, bands, or cylinders for use in mechanical music-producing machines adapted to reproduce the copyrighted music, no criminal action shall

be brought, but in a civil action an injunction may be granted upon such terms as the court may impose, and the plaintiff shall be entitled to recover in lieu of profits and damages a royalty as provided in section 1, subsection (e), of this act: Provided also, That whenever any person, in the absence of a license agreement, intends to use a copyrighted musical composition upon the parts of instruments serving to reproduce mechanically the musical work, relying upon the compulsory license provision of this act, he shall serve notice of such intention, by registered mail, upon the copyright proprietor at his last address disclosed by the records of the copyright office; and in case of his failure so to do the court may, in its discretion, in addition to sums hereinabove mentioned, award the complainant a further sum, not to exceed three times the amount provided by section 1, subsection (e), by way of damages, and not as a penalty, and also a temporary injunction until the full award is paid."

Paragraph Relating to Moving Pictures.

The clause relating to motion pictures, etc., in the copyright act is subdivision (d) of section 1, as follows:

"(d) To perform or represent the copyrighted work publicly if it be a drama, or, if it be a dramatic work and not reproduced in copies for sale, to vend any manuscript or any record whatsoever thereof; to make or to procure the making of any transcription or record thereof by or from which, in whole or in part, it may in any manner or by any method be exhibited, performed, represented, produced, or reproduced, and to exhibit, perform, represent, produce or reproduce it in any manner or by any method whatsoever."

### PASTOR'S VOICE AT OWN FUNERAL.

Dying Clergyman Makes Phonograph Records for Use at His Grave.

(Special to The Talking Machine World.)

Fairfield, Ill., Feb. 28, 1909.

The Rev. Daniel Bassett Leach, an aged clergyman of Bone Gap, near here, was told yesterday that he was going to die. He asked that his graphophone be brought to his bedside. Into the machine the venerable pastor talked. Besides an address he spoke some prayers and a benediction.

When Mr. Leach had finished he had the records repeated. Then he asked that they be used at his funeral. His relatives assented, and thus his relatives, congregation and friends will hear his own voice as they stand beside his grave. Mr. Leach was born in Chenango County, N. Y.

### DECREASE IN BUSINESS FAILURES.

Dun's preliminary report of commercial failures in the United States in February shows 1,105 in number and \$16,734,813 in amount of liabilities, which compare with 1,621 similar suspensions for \$27,064,571 in February, 1908. Manufacturing failures numbered 231 and involved \$8,161,384, while in February, 1908, there were 393, with liabilities of \$12,011,375. In the trading class 841 failures this year compare with 1,170 and the amount of defaulted indebtedness was \$6,410,597 against \$8,672,143 last year. There were thirty-three other commercial failures, including real estate, brokerage, etc., involving \$2,162,832, which contrast sharply with the fifty-eight similar defaults for \$6,381,053 reported in the same month a year ago. This month's returns, the report says, indicate a wholesome growth toward more normal conditions in the business world.

Brodbeck & Co., piano dealers, who represent the Victor talking machine and Edison phonograph in Mount Vernon, N. Y., have built up a splendid demand for these machines and records in that rapidly growing city. The firm consists of Emil Brodbeck and Frank Brodbeck, both experienced piano men.

Don't be too loud, but let people know that you are alive. Then they will come in to see how healthy you are.



## INJUSTICE TO MANUFACTURERS OF RECORDS.

Paul H. Cromelin, President of the American Musical Copyright League, Brings the Weak Points of the Copyright Bill to the Attention of Representative Currier—Manufacturers Compelled to Pay Royalty on Rolls and Discs Manufactured, Whereas Publishers Pay Royalty Only on Sheets of Music Actually Sold—Mr. Currier in His Reply States if Any Hardship is Worked in Bill, Which Has Now Become a Law, It Can Easily be Cured by Amendment.

The following correspondence which passed between Paul H. Cromelin, president of the American Musical Copyright League, and the Hon. F. D. Currier, in regard to the new copyright act, is interesting, in view of the injustice which the new law works to manufacturers of perforated music rolls and talking machine discs. To compel manufacturers to pay royalties on the number of rolls and discs manufactured and not actually sold is a most unusual procedure and must be remedied in due course by amendment, as it has a distinct bearing on the rolls and discs exported. Under date of February 27 Mr. Cromelin wrote:

"Dear Mr. Currier—Mr. Barney has sent me a copy of your new copyright bill, H. R. 28192, and I want to congratulate you and your co-workers on the committee for having framed up a measure which so admirably meets the complex situation you have had confronting you.

"There never was a compromise that was satisfactory to everyone, and your bill is no exception in this respect. Some features in it will cause American manufacturers, especially those doing a large export trade, great concern, but, we have been given such consideration by all of you, and there has been such a manifest intention to protect every interest deserving of consideration and to give everyone a 'square deal,' that we can only express our appreciation for what you have done.

"There are a few points which I feel it my duty to bring to your notice.

"First—In so far as cylinder records for talking machines and the cheap little plates used on some forms of music boxes are concerned, two cents a record, unless added to the selling price and collected from the public, is confiscatory. Cylinder records for talking machines are listed as low as 25 cents. From this price a discount is given to jobbers of 50 and 10 per cent. They are sold for export in some countries where the competition with foreign factories is keen as low as 10 cents each. There is not as much as 2 cents profit in them. The provision in Section E, Paragraph 1 of your bill, H. R. 22183, of 1 cent on small-size cylinders and discs, and 2 cents on those of greater size is therefore naturally more agreeable. Such a criticism, however, is of no importance if the royalty must be added to the price.

"Second—We believe that there is not a music publisher who pays royalty on the sheet music printed. Royalties are always based on sales, not on manufacture. In the case of the Columbia Phonograph Co., for example, they will be compelled to pay royalty, should the bill pass in its present form, on thousands and thousands of records which will never be sold and on which, in addition to never receiving one cent, they will have a 2-cent royalty added to their present manufacturing cost. In explanation, they have about 100 retail stores in this and foreign countries. Their factory is in Bridgeport, Conn. They manufacture goods and stock their stores. The return for their investment is received only when the goods are sold. In the natural course there are thousands and thousands of records which are never sold. A piece is popular to-day; they manufacture to meet an anticipated demand; its popularity suddenly ceases and the records go back into the pot at the value of raw material.

"We believe that royalties should be based on record sales, not manufacture, each manufacturer being compelled to report under oath the number sold, and in this connection the royalties should be due and payable only on records sold within the United States.

"Congress should not attempt to legislate for goods sold in foreign countries. The reasons for this will be more apparent when you con-

sider the following:

"First—Until laws similar to that which you are about to enact are passed in various foreign countries, the manufacturers in those countries will not be compelled to pay any royalty whatsoever, but will be free to use the new copyrighted selection the same as heretofore. I do not believe that it was yours or the committee's intention to deliberately handicap the export trade of our American manufacturers, but you can readily see, with the competition with foreign manufacturers as keen as it is to-day, that if we had to pay a royalty and they not, we would be 'out of the running.' The American manufacturers are shipping to-day large quantities of goods into Mexico and South America in competition with German, French and British firms. The additional royalty cost which the American would have to pay as provided for in your bill would make it impossible for them to compete.

"Second—The countries of the Berne convention will before June, 1910, revise their copyright laws in accordance with the spirit of the recent Berlin Conference. It is left to the legislature in each country to impose such conditions and restrictions as it may deem best to the new rights granted to composers of music as respects mechanical reproducers. Such conditions and restrictions are limited strictly, however, to each particular country which imposes them, and shall have no force and affect in other countries. It is to be expected that each country will fix the amount of royalty to be paid to composers, and in some instances the amount will be greater, in others less than that fixed in the United States. All attempts in Berlin to bring about an international arrangement in this respect were futile. As soon as laws are passed in these various countries fixing the amount of royalty the persons who attempt to sell records of copyrighted music in any of these countries will be immediately enjoined unless he pays to the owner in that country of the particular copyrights the royalty provided by the laws of that country, and this quite regardless of the fact that the record may have already paid the American royalty which you are providing on manufacture. Thus there would be double royalties, as it usually happens that foreign copyrights are disposed of to third persons, and the fact that the record has once paid a royalty to the owner of the American copyright when manufactured will be of no interest to the owner of the foreign copyright, who will require payment according to the laws of the particular foreign country where the case arises. The provision in your bill which frees the record after it has paid the 2-cent royalty from any further contribution to the copyright except in case of public performance for profit, would not meet the situation. No such provision in an American statute could have an effect as respects any other country. As a matter of fact the payment of a royalty in the United States would not entitle the American manufacturer to bring the record into Italy at all, without the consent of the owner of the Italian copyright, and he might refuse absolutely to give such consent, having given the exclusive right to some other. Under the agreement at Berlin, it is expressly provided that each government shall have the right to seize records which are attempted to be brought into the respective countries until such records have in every way complied with the requirements of the domestic legislation. Germany has become a great exporter of these musical devices, and many countries get their supplies from Germany. From the Hanover factory of the Deutsche Grammophon-Aktiengesellschaft records are shipped to all parts of the world, and there are at least twenty manufacturers of

discs alone in Germany whose product is principally sold outside the German Empire. All the records for the Fonotopia Co., of Milan, Italy, and London, Eng., are made by the International Talking Machine Co., of Berlin, Germany. I happen to personally know from conversation with important persons who attended the Berlin Conference on behalf of Germany, and by direct information since received from Berlin, that Germany will jealously guard this point in regard to export and not pass a bill which will interfere with or retard the growth of its increasingly important export trade in these devices. I believe that when these facts are placed before you, you will see more clearly the necessity for basing royalties on sales and not on manufacture.

"I bring the above matter to your attention not with a view to adding to your difficulties or placing any barriers in the way of the speedy passage of the bill. We have said all along that we had no fight on the composers, and that while we were opposed to any laws bringing these devices under the domain of copyright, that if we failed to convince you and the members of the committee of the correctness of our position, and if you prepared a bill in which all the interests would be protected, you would find us co-operating and not opposing. Nothing which has happened since the fight began has changed our viewpoint as to the inexpediency of the proposed legislation, but you certainly have done your part and you will find us assisting and co-operating to the best of our ability as promised."

Hon. F. D. Currier's Reply.

In reply to the foregoing communication, the Hon. F. D. Currier wrote as follows to Mr. Cromelin, dated Washington, D. C., March 2:

"Dear Mr. Cromelin—I thank you for your favor of recent date regarding the copyright bill. Of course, you know how long and troublesome this contest has been, and that to ever end it there must be some compromise. I am not sure that you are not right in the criticisms you make as to the basis of royalty. I expect that any bill that we may pass will speedily develop some defects, and that should this bill go through we will be amending it at every session for some years to come. We passed what we thought was a most careful revision of the trademark laws a few years ago, and I think I have reported out and had passed bills amending that act every single session of Congress since. The bill now receives the unanimous support of both the House and Senate committees. If it should be passed and work hardship in any respect, I have no doubt that it would be easy to cure the trouble by amendment."

### CORPORATION LAWS.

Restrictive Bills Introduced in Legislature at Albany Last Week.

(Special to The Talking Machine World.)

Albany, N. Y., March 8, 1909.

Assemblyman Andrew F. Murray introduced several corporation laws to-day at the request of the Corporation Department of the Secretary of State's office. If these bills should pass, stockholders of corporations organized here cannot meet outside of the State for the purpose of changing the number of directors. Where the capital stock of a corporation is changed by the unanimous consent of stockholders without a meeting, a certificate showing such unanimous consent must be filed with the Secretary of State.

The advertising agencies argue strongly on the law of average, and claim that it is the only thing that is absolutely certain in advertising. The point they lay stress on is: "What one man likes or wants forms no criterion. When a thousand, at a certain expense, are led to spend a certain amount, you have an absolute certainty. The millions will do what the thousands have done." This appeals to reason. It is merely the application of the statistical laws which make all insurance ventures possible. There is a constancy about large numbers.



### "TALKER" TRADE IN THE ORIENT.

A Most Interesting Review of the Talking Machine Situation in China Furnished by the U. S. Consul at Shanghai—Talking Machine a Most Popular Instrument With the Chinese—How American Countries Are Catering to the Eccentricities of These People—Some Import Figures.

(Special to The Talking Machine World.)

Washington, D. C., March 8, 1909.

In the very interesting report on musical conditions in China sent to the Department of Commerce and Labor by the United States Consul at Shanghai there appeared the following reference to talking machine affairs in that country:

When the American talking-machine manufacturers began to turn their attention to markets in foreign countries, it appears that the China field was by no means overlooked, for of the total imports American manufacturers control 80 per cent.

The imports of talking machines and accessories into China during the years 1904, 1905, 1906, and 1907 were \$50,295, \$64,622, \$94,460, and \$94,059, respectively. The imports credited to the United States in 1907 amounted to \$32,080, while the imports from Canada were valued at \$38,930 by the Chinese customs. These figures, however, need explanation. There are no Canadian talking machines on this market. The value of the importation credited to Canada should be added to the American total, the shipments of American machines and accessories having been made over the steamship lines of the Canadian Pacific Railway Company from the Canadian port of Vancouver, and thus credited to the Dominion. In competition with American machines there is a German machine, and also one introduced by a French company. The German machines have been in this market for some time; the French machines are later arrivals. These machines do not seem to be meeting with great success.

The talking machine is rapidly becoming a most popular instrument with the Chinese, who purchase by far the greater percentage of the imports. It is said that the business done with the foreigners in China does not amount to more than perhaps \$2,000 a month. It is for the Chinese trade that the companies are in this market, and it would appear that this is a business which may eventually develop into much larger proportions. The percentage of the increase for 1907 over previous years is very encouraging. The Chinese do not purchase the

higher-priced instruments, but demand cheap machines. They are not as particular as the foreigners, and do not mind the scratching so long as the machine is loud enough. The scratch in playing is also, to some extent, lost in the Chinese music. In northern China one of the American companies supply what are known as straight-armed machines, while in southern China the taper armed are supplied. The latter give less scratch in playing.

One of the American machine companies is catering carefully to the trade in China, even to its eccentricities. An energetic and experienced representative of this company came to the Orient in the summer of 1907. His machines had already been placed under the agency of the largest musical goods house in China, who had done excellent work in introducing them and building up an American trade. With the assistance of this firm he set about enlarging the field. There are now agencies in almost every treaty port in China. The head agency at Shanghai has eight or ten Chinese salesmen continually in the field, and every detail of the trade is being carefully watched. For instance, it was found that the black horn, which was suitable for the home trade, did not appeal to the Chinese eye. The company has now placed bright red and yellow horns on their machines, and they are very popular. This company has 2,000 Chinese records and the other American company about 1,000.

There have been four expert record makers from talking-machine companies in this field during the past year—two American, one French, and one German. The French and German companies have about 1,000 records. There is at present an expert in China who is engaged in making another 1,000 records for one of the American companies. This record making is most expensive and is very carefully undertaken. The most famous Chinese bands and palace singers are being engaged to make records. They are being brought from all parts of the Empire to the three record-making centers—Peking, Shanghai, and Hong Kong. Here the apparatus for making the master records is set up and the recording done under the direction of the expert. The master records, however, are never sent home for duplication until they have been approved by the Chinese. It has been found that certain classes of records must be made especially for the northern, the central, and the southern trade. A record popular in the north seldom finds a sale in the South, and vice versa.

The Chinese do not care for foreign records, except for laughing songs and selections, with the bugle and snare drum. The talking-machine

trade is not one which will be quickly swelled into great proportions, but the active and energetic work which is being done by the American companies in this line, is producing most satisfactory results and is certain to make an increased demand. The reports of graphophones and accessories, by ports, were as follows in 1907: Tientsin, \$27,590; Shanghai, \$43,551; Hankow, \$6,352; Canton, \$4,085; Newchwang, \$2,116; Kiaochow, \$1,781; Foochow, \$999; other ports, \$7,585.

### IMPORTANT FREIGHT DECISION.

Spokane Wins Its Fight Against the Railroads—Rates from St. Paul to Spokane Reduced by 16 2-3 Per Cent.—Nearly the Same Reduction Applies from Chicago to Spokane—Pacific Coast Cities Benefit by Decision.

(Special to The Talking Machine World.)

Washington, D. C., March 3, 1909.

The Interstate Commerce Commission to-day made an important decision in a case brought by the city of Spokane against transcontinental carriers involving rates on long and short hauls. The commission decided against the railroads, holding certain rates to be too high and ordering reductions. The decisions will affect other cities in the Northwest where the conditions are the same as at Spokane and also the general question of rates on long and short hauls throughout the country.

The city of Spokane in the case complained against the Northern Pacific, the Great Northern and the Union Pacific lines on the ground that rates from Eastern destinations to Spokane were higher than those to Seattle, a more distant point, and that the rates to Spokane were inherently unreasonable.

The commission's decision reduces class rates from St. Paul to Spokane 16 2-3 per cent, and makes substantially the same reduction from Chicago to Spokane. Rates east of Chicago are not dealt with in this case, but the principles will probably be applied in cases pending affecting Eastern territory where conditions are similar.

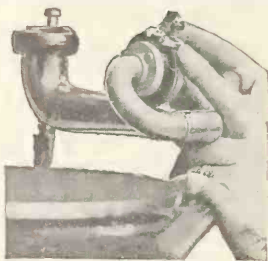
### NO LET-UP FOR PRICE CUTTERS.

The National Phonograph Co. are most assiduous in prosecuting price-cutting firms, no matter where located. Among recent restraining orders issued in their favor was one against Geo. J. Raymond, conducting business under the name of the Raymond Syndicate, throughout Massachusetts. A temporary restraining order was also obtained against Woodward, Clark & Co., Portland, Ore., for selling goods below price, and a final decree has been granted in a suit of the National Phonograph Co. against Wright, Metzler Co., of Connellsville, Pa.

### GREAT LIST OF HEBREW RECORDS.

The Hebrew record list of the Universal Talking Machine Mfg. Co., Newark, N. J., is reported as being the largest and best selected in the country, and on which their sales almost equal those of the American numbers. The special bulletin, issued last week, has 14 numbers, the five duets being reproduced from the voices of the greatest Jewish artists in New York City, and that is saying a great deal. Their soprano solos are also equally high class. The duets were sung by Mme. Prager and Mr. K. Jurelier, and the solos by Mme. Prager. Other magnificent voices, the possession of these peculiarly gifted musical people—talents usually inaccessible—will be placed on the Zonophone records at an early date. Their regular Hebrew catalog contains 50 other numbers. Manager Macnabb is earning well deserved praise for his tireless efforts to have his record catalog equal to the best in the market in point of quality, finish and selling value.

George Porch is a new talking machine dealer in Johnstown, Pa.



Attaching the Sweeper

## ATTENTION! Jobbers and Dealers

If you are looking for something up-to-date, a good seller and one that actually does the work claimed for it, you'll find it in the new **Automatic Record Sweeper and Attachment**, for **Victor Talking Machines**. ☑ Cleans while playing. ☑ It not only polishes the surface of the record, but digs the dirt out of the grooves. ☑ Every record customer will buy one.

*A popular priced Sweeper and Attachment*

TWENTY-FIVE CENTS

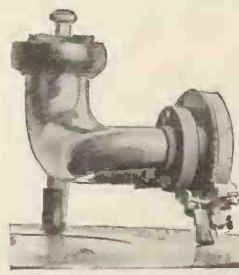
*Regular Trade Discount*

Manufactured by

**RECORD SWEEPER COMPANY**

Highland Park

ILLINOIS, U. S. A.



Record Sweeper in Action



## NEWS FROM THE GOLDEN GATE.

Trade Quiet—Early Summer Trade Expected—Alaska-Yukon Exhibition Will Help—Clark Wise & Co.'s New Store—Pacific Phonograph Co. Take Over Kohler & Chase "Talker" Business—Victrolas in Demand at Sherman, Clay's—Bacigalupi Delighted With New Store—Ambassador Gray Touring the South.

(Special to The Talking Machine World.)

San Francisco, Cal., March 5, 1909.

The talking machine business has been undeniably quiet on the Coast for the last month. Things have been picking up a little for the last week, but there is still less demand than there should be at this time of year. The wholesale business settled down to the ordinary run about the end of last month, and both wholesalers and retailers are carrying good-sized stocks, as the movement during February was greatly interfered with by the continued rain. City people are not taking their usual interest, and dealers in the country towns say that people are too busy getting their crops started to pay any attention to talking machines.

Regardless of the present quotations, the San Francisco wholesale dealers believe that next summer will be the best in years with the outside trade. In most of the agricultural districts the outlook was never better. The northern grain country is especially prosperous, and business in Seattle, Wash., is sure to be helped by the Alaska-Yukon-Pacific Exposition, which will be held there early in the summer. Southern California is also coming ahead, as there is more money moving in Los Angeles than for several years past, and the surrounding country has received enough rain to assure unusually bountiful crops.

Prospects in San Francisco, while hardly as bright as in some other parts of the Coast, are still very encouraging. The scattered condition of business will doubtless hold things back during the spring, but by next fall most of the dealers will be settled so as to receive the full benefit of the downtown movement, and will be able to make more attractive displays than ever before.

In a few months Clark Wise & Co. will be in a position to do a much larger high-class talking machine business than for the last few years. Their new location on Grant avenue, in the heart of the best shopping district, will give them a hold on the finest trade in the city. Mr. Wise has always regarded his talking machine department as one of the best paying features of his business, and he expects to have a big

## THERE'S A TIME TO LET GO—

Let go of old methods, if you want to be up among the leaders in your line of business. You must watch every spot where there is a chance for profits to leak and stop the leak.

"The Heise System" of

## Wire Record Racks

save space, keep records from injury, aid you in stock-keeping and help you in selling. Besides, they save enough of the time of the salesman to pay for themselves.

For all Sorts of Records, Disc or Cylinder,  
Take It Up With Your Jobber To-day.



## SYRACUSE WIRE WORKS,

SYRACUSE, N. Y., U. S. A.

Canadian Representatives, R. S. WILLIAMS & SONS' CO., Toronto and Winnipeg.

sale of Victrolas and high-class records. He will devote an entire floor to this department, probably the second, and will have a complete equipment along the most approved lines.

Benj. Curtaz & Son plan to put the talking machine department on the mezzanine floor of their new store, which they will occupy in about six weeks. With a larger store they will be able to give more attention to this side of the business, and expect to make much more of it than they have done since the fire.

Further changes have been made in the talking machine organization of Kohler & Chase, and it may now be said that the company is entirely out of the wholesale trade. The Pacific Phonograph Co. was incorporated about a week ago, and has taken over this end of the business, though it will still be conducted at Kohler & Chase's store, and that house is the principal stockholder. The capital of the new company is \$100,000, and the incorporators are Q. A., E. M. and Geo. Q. Chase, R. H. Blake and C. M. Jones. This change is expected to aid greatly in the conduct of the business, as it places ac-

counts and collections, as well as sales, under entirely distinct management. C. M. Jones, who has been manager of both wholesale and retail departments, will continue in charge of the business, holding the office of secretary in the new corporation. The company's territory covers California, half of Oregon, and part of Nevada. Mr. Jones states that little has been done so far in the latter State, but an active campaign is to be started there in the near future. The company will handle Edison goods exclusively as soon as the stock of other lines now carried can be disposed of. The local retail business will remain with Kohler & Chase. Mr. Jones says that the business is now thoroughly systematized, and this month's business locally shows some increase over January, though greater things are looked for in the next six months.

Only the wholesale business of Kohler & Chase in Seattle was bought out last month by Messrs. Brown and Bruce, the retail department remaining with J. C. Walling & Co. The latter concern has now been taken over by Kohler & Chase.

Andrew G. McCarthy, manager of the talking machine department of Sherman, Clay & Co., made a visit to Los Angeles about a week ago, and has just returned. He considers the outlook there the best in years. Locally he finds a continued demand for Victrolas and high-class records, with a rather better record of sales than last month. Mr. McCarthy has been chosen publicity manager for a big celebration which will be held next fall over the re-establishment of business in the downtown district.

Peter Bacigalupi & Sons are more than delighted with their new location. They find already that more people pass their store every day—and more come in, too—than when they were out on Golden Gate avenue, and their retail talking machine sales show a great gain. By next fall, when conditions become more settled, the retail business should be nearly double what it is now.

W. S. Gray, Coast manager for the Columbia Phonograph Co., spent the greater part of the month in southern California visiting the various agents in that territory, and has just returned. O. W. Cyrus, the traveling representative, has also returned from a trip through the San Joaquin valley, and will leave next week for the South. His last trip was highly successful, as a number of first-class agencies were started and several good-sized stocks sold. The San Francisco headquarters of the company has

## We Want Your Business

¶ Our message is specifically to the dealers of Northern Ohio, and Indiana, and all Michigan. We want your business because we are in shape to care for your orders promptly, immediately. This does not mean that we will fill them to-morrow, or the day after, or next week, but on the day received. Within the hour your order is received, we will begin work, getting it ready for shipment.

¶ Our shipping facilities are excellent, in fact, they could not be improved. When you order from us, by mail, by telegram, or long distance phone, you will not be disappointed.

¶ Our lines in every department are most complete. Stocks are full, running over. We have everything and anything you want. We make it a point to keep forearmed at all times so that our customers shall not suffer through detail. Suppose you give us a trial order—nothing is so conclusive as the actual business, the practical test.

¶ We want your business, and if we get it we shall make it so advantageous to you that we will hold it.

## American Phonograph Co.

160 Woodward Avenue, Detroit, Mich.



**Salter's**

**Improved**

**Cabinets**

**Salter's**

**New**

**Goods**

Made oval shape. Each shelf is lined with soft green felt to prevent the Disc Records, "single or double" from being scratched. Shelves are numbered to correspond with index card which is furnished.

**SALTER'S IMPROVED CABINETS**

are practical, nice looking and need no expert salesmen to sell them. Send for our latest catalogue.

SALTER MFG. CO.,

102 to 108 N. Oakley Avenue

**CHICAGO, ILL.**

just received a large shipment of records, and is now able to fill all orders for anything on the list. The retail branch in the Byron Mauzy building is being strongly advertised, and business is beginning to open up there very nicely, though it can hardly catch up with the main store for several months. No downtown location has yet been taken for the main headquarters of the business.

Byron Mauzy now has his wholesale talking machine department in good running order, and is able to conduct the business with much greater convenience than formerly. He is well satisfied with the wholesale trade in Zonophones, and the increased attention he is now able to give this line has been productive of considerable new business.

#### THE HON. CHARLES PARSONS.

Whilst it must be admitted that his greatest invention was the steam turbine engine, his name will be ever cherished by music-lovers for having invented the "Auetophone" (or, as it is now styled, "The Auxeto-Gramophone"). This marvelous instrument arrived in Belfast in September, 1906, since when it has been well known to the habitués of the Ulster Hall, where it was so warmly appreciated at the Saturday evening organ recitals during winters of 1906 and 1907, also during early months of present winter, when it was heard by thousands of our citizens every Saturday evening (8 till 10 p.m.), from fourth story of the Scottish Provident Buildings, facing the city hall. The price of this "world's wonder" is £110, and is the property of Mr. T. Edens Osborne, 4 Donegall Square West, who introduced the Edison phonograph in autumn, 1893; the gramophone in October, 1898; the auetophone in September, 1906; and who probably holds a stock of gramophones, phonographs and other talking machines and records larger than the aggregate stocks of all other dealers in Ulster.—Belfast, Ireland, Evening Telegram, Feb. 16, 1909.

#### EXPRESS CHARGES UNFAIR

Says New York Merchants' Association Which Asks Chambers of Commerce to Aid Inquiry—Facts Collected by These Bodies Throughout the State Will be Laid Before the Public Service Commission—Earnings Divided With the Railroads.

The Merchants' Association of New York has issued a circular to chambers of commerce in the State asking for statements from merchants and shippers who have reasonable grounds for complaint against express companies, to be submitted to the public service commission in connection with the petition of the association for an investigation of express rates and methods.

This petition asks that inquiry be made into rates and charges based upon the cost of the service given, such charges to be so adjusted as to provide no more than a liberal profit upon capital actually invested for the efficient operation of the service, and in addition such further sums as may reasonably be set aside as a surplus for contingencies. Quoting from a special report of the United States census, attention is called to the fact that express companies pay to railroads a fixed per cent. of gross earnings for the service performed by the carriers. In 1907 something more than 46 per cent. of the aggregate charges collected upon express parcels was thus paid. The remaining 54 per cent. represents the terminal charges of the express companies.

It is contended as self-evident that the cost of transportation increases in proportion to the distance, and that the element of distance does not figure in the cost of terminal service. Yet it is the practice to increase such charges in proportion to distance, so that a much higher charge is made at one point than is imposed at another for identically the same service.

Assuming that 54 per cent. is received, it is shown by a tabular array of figures that on a package weighing 100 pounds, from New York to Yonkers, the railroad receives 23 cents for trans-

portation and the express company 27 cents for collection and delivery. From New York to Albany the division is respectively 27½ cents to the railroad and 32½ cents for the express company; to Utica, 46 cents and 54 cents; to Buffalo, 57½ and 67½ cents; to San Francisco, \$5.71 and \$7.79. In this connection the petition admits that in some of these cases rehandling en route imposes additional cost upon the companies and a fair charge for it should be allowed in addition to the terminal charge, but in the cases of Yonkers and Buffalo the service is identical, while the difference in the charges for terminal service is 150 per cent.

#### THE OLD BROKEN RECORD.

How dear to this heart is the phonograph's singing!

What fond recollections my memory stir!  
Sweet Jane does the winding and turns on the music

While I sit and tell her the tunes I prefer.  
But oh, how it tears my nerve system to tatters,  
Oh, how it deranges my comfort and bliss,  
When Jane idly slips on an old broken record  
Which reels off a song that sounds something like this:

"The old oaka-ka-ka-bucka-bucka-bucka—  
ir r-r-r-r bou-wow-wow (crick ucket)  
"—,—" (crick, crick, crick—ooooo)  
That—hunk-k-k-k (b—r) w-e-l-l."

My stock of canned music I hail as a treasure;  
For often when callers appear on the scene  
And topics are scarce, it is truly a pleasure  
To bring out our dear little talking machine.  
The time passes quickly and every one's happy;  
The phonograph pleases till Jane, so remiss,  
Forgets about winding the works of the treasure,  
Which draws out a tune that goes something like this:

"B—eee i-i-i-t eeeeeee—ver so  
Ha-ha—hum—b-b-b-bl—e  
T—h—e—rererere—s n—o

Pl—pl—place l—l—k—e ho." —Puck.



## TRADE NOTES FROM ST. LOUIS.

Trade Good and Steadily Improving—Manager Gressing's Encouraging Report—Harrison to Open Talking Machine Store at Louisville, Ill.—Death of Thomas Pelton—What the Columbia People Report—The Thiebes-Stierlin Co. to Occupy New Quarters Next Week—Other Items of General Interest.

(Special to The Talking Machine World.)

St. Louis, Mo., March 5, 1909.

The talking machine business in every department has been good for the last month, and is improving daily. February made a much improved showing over the same month last year.

O. A. Gressing, manager of the St. Louis Talking Machine Co., reports business very good, and increasing right along. Mr. Gressing has just returned from a business trip of several days to Evansville, Ind. L. A. Cummins, traveler for this concern, is home from a several weeks' trip through southern Illinois, and had a nice business. H. F. Harrison, traveler for this concern, resigned on March 1 to open a talking machine store at Louisville, Ill.

Theo. Pelton, the auxetophone expert of the St. Louis Talking Machine Co., died February 17 from an attack of cerebro spinal meningitis. He is succeeded by Jno. M. Ryan.

E. B. Walthall, manager of the Columbia Phonograph Co., reports their February business better than that of January, and that February was much better than for the same month a year ago. He considers the outlook very favorable for an improving trade. W. S. Byrd, the company's traveler, is on a three weeks' trip through Central Illinois. R. F. Phillips, formerly with the St. Louis Talking Machine Co. and the Finn Talking Machine Co., is now with this company as salesman.

The Koerber-Brenner Music Co. reports that their talking machine trade is picking up right along, showing a nice improvement in the last month.

D. K. Myers, the well-known Zonophone jobber, reports his trade in all departments to be excellent.

The Conroy Piano Co. report their talking machine business is improving right along.

The Silverstone Talking Machine Co. report a pronounced betterment of trade conditions, with a bright outlook.

The Thiebes-Stierlin Music Co. are enjoying a nice trade in their talking machine department. They will be in their elegant new quarters about March 15.

The Knight Mercantile Co. have had a nice month's trade. They have had an especially good trade on the double records.

## EVIDENTLY A MISUNDERSTANDING.

About a year ago the National Phonograph Co. made a slight change in the construction of the governor for spring-motor machines by attaching an additional collar to the governor shaft. This new collar is connected to the regular collar by a wire spring, but the old collar is still tapped for the set-screw. In this connection the National company says: "This small hole is purely for the convenience of the factory assembly department. Apparently jobbers and dealers seem to be under the impression that the set-screw is missing, and proceed to place one in the hole in the collar. To do this defeats the object for which the improvement was introduced. From the numerous requests received recently from the trade for set-screws, it appears that the detail is generally misunderstood. It is hoped that this notice will clear up the misunderstanding."

## THE ENTERPRISING EDISONIA CO.

(Special to The Talking Machine World.)

Newark, N. J., March 5, 1909.

When the Edisonia Co. bought out the Douglas Phonograph Co.'s Newark branch the members of the company arranged with the National Phonograph Co. to be the sole jobbers of talking

machines in Newark. Newark, therefore, now has one of the largest phonograph jobbing houses in the State, handling exclusively the Edison and Victor machines.

At the headquarters of the company, 57 Halsey street, the Edisonia Co. have a large supply of the various size machines on hand. The building is two doors north of New street. It also has a branch at 12 New street. The Douglas Co., which the Edisonia Co. absorbed, occupied the spacious and well equipped store at New and Halsey streets.

## J. NEWCOMB BLACKMAN GREETED

In a Hearty Fashion by His Associates and Friends on His Return to His Desk After a Four Weeks' Absence—Underwent Successful Operation for Appendicitis.

There was a happy time on Monday, March 1, in the private office of J. Newcomb Blackman, president and general manager of the Blackman Talking Machine Co., 97 Chambers street, New York, when, after an absence of less than four weeks, due to an operation for appendicitis, Mr. Blackman returned to business, much to the surprise and gratification of his many friends and his immediate company associates. Mrs. Blackman accompanied her husband over from their home in Orange, N. J., and the lady was as pleased as the large number of people on "talking machine row" who called to congratulate both of them. Mr. Blackman's recovery from an unusually severe—if not wholly dangerous—ordeal has been indeed remarkable. In a week's time after getting out of the hands of the surgeon he was looking after his business affairs in a moderate way, and within two weeks' time he was taken home from the hospital. Of course, the gentle and assiduous attentions of his wife were of material assistance in his convalescence. To demonstrate he was getting along finely, Feb. 27 Mr. Blackman went to the theater, and on Feb. 28 took a thirty-two-mile automobile ride. The following day found him at his desk, answering congratulatory wires and letters and exchanging felicitations with callers.

## TALKING MACHINE IN JAPAN.

Exceedingly Popular in the Japanese Army—Used for Instruction, Entertainment and for Church Services.

One of the most potent attractions in the Japanese army is the talking machine. It is used not only in the soldiers' quarters, but in the auditorium in the barracks it is employed as a medium to hear the voices of famous men



JAPANESE ARMY LISTENING TO THE "TALKER."

in lectures, readings and songs—not merely of noted Japanese orators and singers, but of artists known the world over. Among the most popular numbers at the present time in Japan are the selections from the American light comic operas. The illustration herewith shows a gathering of Japanese soldiers listening to a sermon in their own language. Their reverent attitude shows the esteem in which they hold the talking machine.



It requires Service of a peculiar excellence and quality to enable YOU to reap EVERY benefit the Victor line offers.

The kind of Service we have to offer will increase your Victor business; and you won't have to disappoint your customer when he wants what he wants.

YOU strive to have the distinction of being the best Victor Dealer in your vicinity. Why not become a little "better" by availing yourself of the most complete jobbers' stock in the middle West.

Our Perfect Service is indispensable to YOU.

With pleasure at your service.

St. Louis Talking  
Machine Co.

MILLS BUILDING

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

Exclusively VICTOR Distributors



RECORD BULLETINS FOR APRIL, 1909

VICTOR 10-INCH RECORDS FOR APRIL.

NO.	ARTHR PRYOR'S BAND.	SIZE.
31729	Maximilian Robespierre Overture (Finale) Litloff	12
CORNET SOLO BY HERBERT L. CLARKE, WITH ORCH.		
5674	Sounds from the Hudson (Valse Brillante) Clarke	10
WHISTLING SOLO BY GUIDO GIARDINI, WITH ORCH.		
52012	Sorella March Gallini	10
A DRAMATIC RECITATION BY ROSE COGHLAN. INCIDENTAL MUSIC BY VICTOR ORCH.		
31728	The Charge of the Light Brigade. Tennyson	12
TWO RECORDS BY MAUDE RAYMOND, THE FAMOUS COMEDY STAR, WITH ORCH.		
5671	The Dusky Salome Jerome	10
5678	Bye, Bye, My Caroline. Dave Reed	10
A NEW RECORD BY CLARICE VANCE, COMEDienne, WITH ORCH.		
5675	Love Me Like I Like to Be Loved. Jerome-Schwartz	10
HUMOROUS SLOGAN BY MRS. HAROLD BURN. INCIDENTAL MUSIC BY VICTOR ORCH.		
5679	A Small Boy and His Mother at the Circus. Billy Murray and Haydn Quartet, with orch.	10
5676	Meet Me in Rose Time, Rosie. Jerome-Schwartz	10
MISS JONES AND MR. MURRAY, WITH ORCH.		
5673	Oh, You Kid. Seldon-Gideon	10

VICTOR DOUBLE-FACED RECORDS.

NO.		SIZE.
35066	(a) "Morning, Cy." (Barn Dance) (Peters) Pryor's Band. 12	12
	(b) Harlequin's Serenade (Drigo). Pryor's Band. 12	12
16277	(a) "Big Night To-Night" (Medley). Pryor's Band. 10	10
	(b) When You First Kiss the Last Girl You Love (Hough-Howard). Macdonough. 10	10
16262	(a) The Sweetest Gal in Town. Collins and Harlan. 10	10
	(b) In the Light of the Same Old Moon (Pierce-Grant). Peerless Quartet. 10	10
16261	(a) Rest for the Weary (McDonald). Haydn Quartet. 10	10
	(b) Shall We Gather at the River. Haydn Quartet. 10	10
16260	(a) Autobiography of a Chicken. Edgar L. Daveport. 10	10
	(b) Jennie (Montgomery). Billy Murray. 10	10
16115	(a) Violette Waltz (Waldteufel). Victor Dance Orchestra. 10	10
	(b) The Garden of Dreams (Kummer). Miss Stevenson and Mr. Macdonough. 10	10
16259	(a) Shine on Harvest Moon. From "Follies of 1909" (Bayer-Norworth). Miss Walton and Mr. Macdonough. 10	10
	(b) In Those Good Old Country Days. Harry Tally. 10	10
16263	(a) Victor Minstrels No. 14. Victor Minstrel Company. 10	10
	(b) Mr. Schneider. From "Fris of Gottenberg" (Grossmith-Monckton). Ada Jones 10	10
35061	(a) Anchored (Cowan-Watson). Alan Turner 12	12
	(b) Aida—Celeste Aida (Heavenly Aida). (Verdi) John A. Finnegan. 12	12

NEW RED SEAL RECORDS (12-INCH) WITH ORCH.

NO.	LUISA TETRAZZINI, SOPRANO.	SIZE.
92060	Travata—Ah! Fors' e lul—Part II, "E stran" (Hot Wondrous His Words). Verdi	12
92061	Romeo et Juliette—Valse "Juliet's Waltz (Song)". Gounod	12
MARIE MICHALOWA, SOPRANO, ACCOMP. BY THE BALALAIKA (A RUSSIAN STRINGED INSTRUMENT).		
61181	"Let Joy Abide" (Russian Polk Song). Trojansky Emilio de Gocorza, Baritone. Twelve-inch, with orch.	12
88153	Herodlade—Vision fugitive (Fleeting Vision) In French. Massenet	12
88154	Tannhauser—O du mein holder Ahendstern (Evening Star). In German. Wagner	12
EVAN WILLIAMS, TENOR.		
74130	Lohengrin—Lohengrin's Narrative. Wagner	12
74131	Judas Maccabæus—Sound an Alarm. Handel MISCHA ELMAN, VIOLINIST.	12
61182	Faust—Fantasia from Garden Scene. Gounod	12

EDISON STANDARD (TWO-MINUTE) RECORDS.

10097	Happy Days March. Maurice Levi and His Band
10098	What Might Have Been. Manuel Romain
10099	Christ, the Lord, is Risen To-day. Edison Concert Band
10100	Solitude of the Shepherdess. American String Quartet
10101	Uncle Josh's Second Visit to New York. Cal Stewart
10102	Hello There, McIntyre. Jack Lorimer
10103	I Remember You. Ada Jones
10104	Turkey Trot. American Symphony Orchestra
10105	If You Must Love Someone, Won't You Please Love Me. Byron G. Harlan
10106	A Meeting of the Hen Roost Club. Peerless Quartet
10107	Jennie. Billy Murray
10108	The Directorate March. New York Military Band
10109	Playmates. Ada Jones
10110	Down Among the Sugar Cane. Collins and Harlan
10111	Uncle Josh's Letter from Home. Cal Stewart
10112	Moon Winks. Vess L. Ossman
10113	Jesus, Thy Name I Love. Miss Weber and Mrs. Waterous
10114	I'm Looking for a Sweetheart and I Think You'll Do. Ada Jones and Billy Murray
10115	She's No Friend of Danny's. Steve Porter
10116	Ginger Two-Step. National London Military Band

EDISON AMBEROL (FOUR-MINUTE) RECORDS.

95	Selection from Rigoletto. Edison Concert Band
96	If With All Your Hearts. Reed Miller
97	Selection from "The Prima Donna". American Symphony Orchestra

98	If You've Won the Only One in All the World You Want to Win. Manuel Romain
99	My Bambazoo. Collus and Harlan
100	Dance of the Hours. New York Military Band
101	A String of Laughs (Original). Murry K. Hill
102	Bedtime at the Zoo. Ada Jones
103	Wedding of the Winds. Frosini
104	Once in a While. James F. Harrison
105	Christ Has Won the Victory. Edison Concert Band
106	The Butterfly. Eugene C. Rose and George Kuhel
107	There is No Love Like Mine. Will Oakland
108	Little Arrow and Big Chief Greasepaint. Ada Jones and Len Spencer
109	Three Dances from "Henry VIII". Edison Concert Band
110	Choruses of Six Popular Songs. Peerless Quartet
111	My Uncle's Farm. Golden and Hughes
112	Rubenstein's Melody in F. American Symphony Orchestra
113	How Algy Didn't Propose. Empire Vaudeville Co.
114	Americau Patrol. New York Military Band

NEW ZONOPHONE DOUBLE RECORD DISCS—10-INCH.

ZONOPHONE CONCERT BAND.	
5459	A—Indian Reveille (Christen). B—Hungarian Romance (Bendix).
5460	A—Nihilungen March (Claus). B—Gustave March (Stredlecke).
ZONOPHONE ORCHESTRA.	
5461	A—Tout Paris—Waltz (Waldteufel). B—Love's New Spring—Valse (Cremlieux).
5462	A—Blue Kibnon—Two-Step Patrol (Curti). B—Jiggy Jigs.
BAGPIPE SOLOS PLAYED BY WILLIAM CAMERON.	
5463	A—March—Cock of the North—Unaccompanied. B—The 79th Farewell to Gibraltar—Drum Accompaniment.
MISCELLANEOUS INSTRUMENTAL SELECTIONS WITH ORCH. ACCOMP.	
5464	A—Love's Confession (Gruenwald). Violin and Flute Duet. Played by Messrs. Biederman and Mazzlotta. B—Aubade Fleurie (Ganne). Flute Solo Played by Frank Mazzlotta.
VOCAL SELECTIONS WITH ORCHESTRA ACCOMP.	
5465	A—The Harp That Once Thro' Tara's Hall (Moore). B—Last Night (Kjerulff). Pete Murray.
5466	A—Let's Go Into a Picture Show (Von Tilzer). B—I'm Crazy When the Band Begins to Play (Jerome-Schwartz). Steve Potter and Frank Kennedy.
5467	A—An Irish-Dutch Argument—Vaudeville Sketch. B—Flanagan's Ocean Voyage—Descriptive. Frank C. Stanley.
5468	A—Everybody Else's Girl Looks Better to Me Than Mine—From "The Prima Donna". B—From Your Dear Heart to Mine (Barron). Alice C. Stevenson.
5469	A—Don't Be Anybody's Moon But Mine. From "A Stubborn Cinderella." B—Sweetheart. From "Mlle. Mischief."
MISCELLANEOUS VOCAL SELECTIONS.	
5470	A—A Splinter From My Father's Wooden Leg. Mendelssohn Mixed Quartet (Unaccomp.). B—Did He Run (Vote Tilzer)—Peerless Male Quartet (Orch. accomp.).

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

A642	Golden Land of My Dreams (Burgey). Tenor solo with quartet refrain, by Henry Burr and Columbia Quartet, orch. accomp. I Wish I Had a Girl (Le Boy). Tenor solo, by Harry Tally, orch. accomp.
A643	Oh! That Yankiana Rag (Gideon). Tenor solo, with chorus, by Harry Murray and Chorus, orch. accomp. Make a Noise Like a Hoop and Roll Away

(Helf). Baritone solo, by Fred Duprez, orch. accomp.	
A644	Some Day, Melinda (Fitzgibbon). Tenor solo, by Carol Clark, orch. accomp. My Bambazoo (Snyder). Tenor and baritone duet, by Byron G. Harlan and Arthur Collins, orch. accomp.
A645	Pizzicato from the Ballet "Sylvia" (Delibes). Played by Columbia Band. Valse Lente, from the Ballet "Sylvia" (Delibes). Played by Columbia Band.
A646	Won't You Be My Playmate? (Herbert) From "Little Nemo." Sung by Metropolitan Trio, mixed voices, orch. accomp. When I Marry You (Gumble). Baritone solo, by Frank C. Stanley, orch. accomp.
A648	Sleep, Little Baby of Mine (Dennee). Mezzo-soprano solo by Mrs. R. B. Hard. Violin obbligato. To the End of the World With You (Ball). Tenor solo by Henry Burr, orch. accomp.
A650	In Happy Slumberland, Medley Waltz. Introducing "Won't You Be My Valentine," from "Little Nemo in Slumberland" (Herbert). Played by Prince's Orchestra. Orclids—Three-step (Blake). Orchestra-bells solo by Thomas Mills, orch. accomp.
A651	Inverary (Patter) (Lauder). Humorous song, in Scotch dialect, by Donald Mackay, orch. accomp. She Is My Daisy. (Patter) (Lauder). Humorous song, in Scotch dialect, by Donald Mackay, orch. accomp.
A653	Vitezky Pochod Sokolu (Sokol's Triumphant March) (Dvorak). Played by Prince's Military Band. Jako Na Marianne Tak I U Nvonu—Polka (Arr. by Frank Tryner). Played by Prince's Military Band.
A652	Royal Belfast Hornpipe. Accordion solo, by Daniel Wyper. Starlit March. Accordion duet, by Daniel and Peter Wyper.
A649	A Picture of Long Ago (Spencer). Descriptive talking record by Ada Jones and Len Spencer. First Day of April at Pumpkin Center (Stewart). Talking record, by Cal Stewart ("Uncle Josh").
A654	Un Bello in Maschera (Verdi). "Eri tu che macchiavi." Baritone solo in Italian, by Taurino Parvis, orch. accomp. La Gioconda (Ponchielli). Barcarolle, "Pescator, affonda l'esca." Baritone solo in Italian, by Taurino Parvis, orch. accomp.
A647	Say No! That's All (Snyder). Baritone solo, by Arthur Collins, orch. accomp. Now I Have To Call Him Father (Godfrey). Soprano solo by Stella Tobin, orch. accomp.

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

A5091	Selections from "La Boheme" (Puccini). Played by Prince's Military Band. Titi's Serenade (Titi). Flute and alto horn duet, by Marshall Lufsky and G. Wagner, orch. accomp.
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COLUMBIA INDESTRUCTIBLE CYLINDER RECORDS.

1022	March Lorraine (Ganne). Military Band.
1023	If You've Won the Only One in the World You Want to Win (Helf). Tenor solo by Charles F. Orr, orch. accomp.
1024	I'm Looking for a Sweetheart, and I Think You'll Do (Klein). Soprano and tenor duet, by Ada Jones and Billy Murray.
1025	Only Lonely Little Me (Snyder). Tenor solo by Byron G. Harlan, orch. accomp.
1026	Buck and Reel Dance. Violin solo, by C. D'Almaine, orch. accomp.
1027	Make a Noise Like a Hoop and Roll Away (Helf). Baritone solo, by Fred Duprez, orch. accomp.
1028	Won't You Be My Playmate? From "Little Nemo in Slumberland" (Herbert). Sung by Metropolitan Trio.
1029	O, Promise Me (DeKoven). Baritone solo by Alan Turner, orch. accomp.
1030	Amina—Serenade (Lincke). Symphony Orchestra.

You know that we know that a GOOD CABINET, like anything else, is its best advertisement.

WE know and WE are anxious to show YOU what good cabinets WE make.

YOU buy like WE buy, i. e., where you can get the best at the closest price. The answer is buy

UDELL CABINETS

because they are the best at the closest price. WE can prove it. LET US.

Please write for booklet and prices.



No. 436, Disc Record Cabinet. Mahogany top, front and back. Golden Quartered Oak. Holds 190 12-inch Disc Records.

THE UDELL WORKS, - Indianapolis, Ind.





# MUSIC MASTER

## Wood Horns (NOT VENEERED)

**LISTEN** to music reproduced by the MUSIC MASTER WOOD HORN on a talking machine and compare the resonant tone with any other horn, metal or veneered wood, and you will be convinced of the musical possibilities only found in a *Solid Wood Horn*.

### The Music Master Wood Horn

brings out the full tonal values of vocal and instrumental reproductions, acting precisely like a soundboard of a piano.

**Have one sent on approval**—choice of Oak, Mahogany or Spruce, for any make or style machine. If your jobber cannot supply you, write us.

**SHEIP & VANDEGRIFT, Inc.,** Manufacturers and Patentees **Philadelphia, Pa.**

- 1031 By Bambazoo (Snyder). Tenor and baritone duet, by Byron G. Harlan and Arthur Collins, orch. accomp.
- 1032 That's Why I'm a Happy Married Man (Morse). Baritone solo, by Bob Roberts, orch. accomp.
- 1033 Medley of Popular Songs. Vocal Quartet, orch. accomp.
- 1034 Lonely Lou (Morse). Soprano solo by Ada Jones, orch. accomp.
- 1035 Rakoczy March. (Berlioz). Military Band.
- 1036 Jennie (Montgomery). Tenor solo, by Billy Murray, orch. accomp.
- 1037 The Whole Year 'Round (Klein). Baritone solo, by Frank C. Stanley, orch. accomp.
- 1038 Say No! That's All (Snyder). Baritone solo, by Arthur Collins, orch. accomp.
- 1039 Nobody Loves Me (Herbert). Soprano solo, by Jane Elvot, orch. accomp.
- 1040 An Irish-Dutch Argument. Original sketch, by Steve Porter and Frank Kennedy.
- 1041 The First Heart Throbs (Eilenberg). Symphony Orchestra.
- 1042 Don't Be Cross With Me (Howard). Soprano solo by Elise Stevenson, orch. accomp.
- 1043 Cy Perkins' Barn Dance. Original sketch, by Ada Jones and Len Spencer.
- 1044 Uncle Josh and the Fire Department. Original sketch, by Cal Stewart.
- 1045 To Our Glorious Country—March (Front). Military Band.

#### COLUMBIA GOLD-MOLDED "BC" (HALF-FOOT) CYLINDER RECORDS.

- 85183 The Widow Dooley (Spencer). Talking record, by Ada Jones and Len Spencer.
- 85187 In Those Good Old Country Days (Meyer). Tenor solo, by Harry Tully, orch. accomp.
- 85188 First Day of April at Pumpkin Center. Original sketch by Cal Stewart ("Uncle Josh").
- 85189 My Bambazoo (Snyder). Tenor and baritone duet, by Byron G. Harlan and Arthur Collins, orch. accomp.

#### WHAT BARZINI WISHES TO DO.

It was Luigi Barzini, a young man whose Italian hand penned the bulletins of the first Pekin to Paris auto race he rode in Prince Borghese's car—rode in it, that is to say, when they weren't dumped bodily out at some break-neck hurdle of skipped railroad ties and Siberian bridges—it was Barzini more recently, here in New York, who gave an inkling of the dusk of the gods of musical Europe to-day. As he put it in a dinner speech: "I hope that when you Americans have all our artists over here, you will send us back your moving picture machines and your vocal machines, so that we may still see and hear our operas in the nearest possible imitation of what they used to be."

Taken as his words were meant, half jestingly,

the remark affords a mild and healing balm for any persons who may be wounded by the last loving remarks of a Milian *Correire della Sera* widely quoted here this morning. According to the writer there, "The conquest of the masses can never be possible in a country where musical taste is still in its embryonic stage."

#### HEARD THROUGH THE TALKER.

Dean Hitchcock and Congressman Rainey Entertained Amherst College Men at Dinner.

The grand ballroom at the Waldorf-Astoria belonged to Amherst men the other evening and from early in the evening until nearly midnight "old grads" and young fellows who nevertheless insist upon the title of alumnus hobnobbed together and listened to postprandial oratory, first hand and canned. One of the features of the dinner, which was the largest affair of the kind ever held by a college alumni association in this city, was the delivery of speeches from a big phonograph in the gallery.

"Old Doc" Hitchcock, the senior professor and dean of the Faculty at Amherst; Congressman Rainey, of Illinois, and Judge Samuel Sears, of Chicago, addressed the gathering through this medium. It was possible to make out all that these speakers said, and the crowd enjoyed the innovation.

#### CABLE CO.'S FINE DEPARTMENT.

(Special to The Talking Machine World.)

Ishpeming, Mich., March 3, 1909.

W. J. Locher, manager of the Cable Piano Co. in this city, has rearranged the interior of the store in the Mortley block. His office and talking machine department has been removed from the front to the rear room and the former has been given up entirely to pianos. A number of new instruments were recently received and the display room is now filled. Mr. Locher has also worked up a big trade in Victor and Edison talking machines and records, also in sheet music.

#### EARLY DAYS OF THE INDUSTRY.

Theo. F. Bentel Tells Some "Enormous" Orders in the Olden Days When He Started in the "Talker" Business in Pittsburg.

Theo. F. Bentel, treasurer of the Hawthorne & Sheble Mfg. Co., Philadelphia, Pa., was a guest at the Hoffman House, New York, recently. He was in the city on matters pertaining to important mining interests in the West, the sale of one property alone, which he negotiated while here, netted him the cool sum of \$100,000. Mr. Bentel says he was the first man to place what was at the time considered an enormous order, namely, \$2,500, with the Victor Talking Machine Co., of Camden, N. J., which, he further remarked, was a "life saver" at the time. The order was given Leon F. Douglas, the retired vice-president of the Victor Co., who is now living on his ranch in southern California, where Mr. Bentel is always a guest when he goes to the Coast.

Mr. Bentel also related how he ordered a hundred or so machines from the Columbia Co. in the early days, and when the goods were delivered it was a carload! Then he went up in the air, telephoned Mr. Edison in New York, who persuaded him to keep the goods and pay for them at his leisure. "The credit and confidence given me by the Columbia Co. then, despite the fact that I was scared to death by the quantity of goods, touched my pride, and I felt happy that such a concern had that strong belief in my business integrity. To make a long story short, that carload was the foundation of my business in Pittsburg. Would you believe that many a Saturday night I was obliged to have a policeman at the door, and on signal from me he would close the place against newcomers, as the store was so crowded the people could hardly move, and it was no uncommon thing to take in \$3,500 cash for Saturday alone. I couldn't get goods fast enough. The great days are coming back again in the trade, and of this I feel assured."



**LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS**

(Specially prepared for The Talking Machine World.)  
Washington, D. C., March 8, 1909.

**TALKING MACHINE MECHANISM.** Horace Sheble, Philadelphia, Pa., assignor to Hawthorne & Sheble Mfg. Co., same place. Patent No. 912,425.

This invention relates to talking machines and has reference more particularly to machines of this character employing a record-tablet of cylindrical form. The invention is directed to the improvement of the construction of such machines, with respect especially to the mechanism for transmitting rotary motion from the driving shaft to the shaft on which the record-tablet is mounted, to the end that a structure is provided which may be manufactured at small cost, which is simple and compact, and with which reliable and efficient operation are obtained.

Figure 1 is a sectional elevation of the machine, the section being on line 1—1 of Fig. 2, and Fig. 2 is an elevation.

**SOUND-BOX FOR TALKING MACHINES.** Thomas Kreamer, Philadelphia, Pa., assignor to the Hawthorne & Sheble Mfg. Co., same place. Patent No. 912,857.

The object of this invention is to so construct a sound-box for talking machines that it can be used in connection with records either of the lateral-wave or hill-and-valley type.

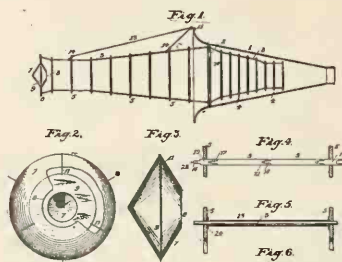
Figure 1 is a front elevation of a talking machine sound-box and a part of the hollow arm carrying the same, the sound-box being adjusted for use in connection with a record of the lateral-wave type; Fig. 2 is a view, partly in elevation and partly in transverse vertical section, on the line a—*a*, Fig. 1; Fig. 3 is a similar view to Fig. 1, but showing the sound-box adjusted for use in connection with a record of the hill-and-valley type, and Fig. 4 is a view, partly in elevation and partly in transverse section, on the line b—*b*, Fig. 3.

**ATTACHMENT FOR THE HORNS OF SOUND-REPRODUCING INSTRUMENTS.** Overend G. Rose, Camp Meeker, Cal. Patent No. 912,735.

This invention relates to attachments for the horns of sound-reproducing instruments, and in general character, construction and purpose resembles the device described in Letters Patent No. 842,707, granted on January 29, 1907. In that patent is described a structure composed of a number of connected diaphragms, discs or rings, supported entirely within the horn and adapted to act both as sound projectors and as sound analyzers; the latter term being used to express such a separation or individualizing of the tones of different instruments, or of the voice and accompaniment, or of the solo and chorus whether vocal or instrumental as may be perceived in any original musical rendition. This kind of tone-analysis does not take place in the ordinary unobstructed horns; and so, while such horns are necessary for amplifying and giving volume to the tones reproduced, those advantages are obtained at a considerable sacrifice of clearness and delicacy, owing to the production of what might be called "horn-tones" arising in the horn itself. The device described in the said patent was adopted to prevent the

formation of such horn-tones and to give the clearness and delicacy of original tones to those reproduced as well as their harmonious shading and blending; it has been found that the devices which are the subject of the present application are still better adapted and still more effective for those purposes. It must not be understood from the use of the term "analysis" or "separation" that the sounds of different instruments are individualized to the detriment of harmony. The inventor claims that just as in the original rendition each kind of instrument has its own appreciable value, at least to a musician, and can be distinguished from the others without at all detracting from the combined harmonious effect, so when the attachment is employed the same instrumental value can be appreciated in the reproduction.

Figure 1 is a longitudinal section of an ampli-

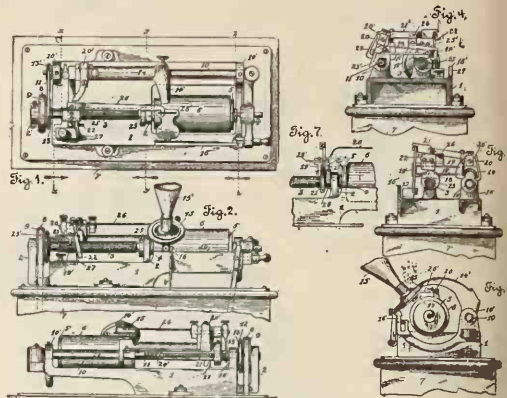


fying horn with the attachment in position. Fig. 2 is a rear elevation, partly broken away, of one of the suspended sound-chambers. Fig. 3 is a vertical section of the same. Fig. 4 is a detailed view to show the joints by means of which the attachment can be made collapsible. Fig. 5 is a section to show a spacing sleeve between the discs or rings of the kind used when the frame of the attachment is not collapsible. Fig. 6 is a cross section through one of the rods of the frame and a surrounding spacing sleeve.

**REPEATING MECHANISM FOR PHONOGRAPHS.** Elam Gilbert, Portland, Oregon; Mattie E. Gilbert, assignors by Mesne assignments, to Albert A. Klingeman, New York, N. Y. Patent No. 911,491.

This invention relates to improvements in repeating mechanism for phonographs. Figure 1 is a top plan view of a phonograph with the diaphragm or reproducer head removed, the

question of the reproducing stylus being illustrated and likewise the means for raising the same clear of the record; Fig. 2 is a front view in elevation of the mechanism disclosed by Fig. 1 of the drawings, in said view the diaphragm or reproduced head being illustrated in position with a portion of the horn applied thereto; Fig. 3 is a rear view in elevation of the parts dis-



closed by Fig. 2 of the drawings, the sleeve on which the traveler works being partly broken and an arm connecting the reproducer head or diaphragm to the traveler being also broken. Fig. 4 is an irregular cross sectional end view in elevation, taken on the line *x—x* Fig. 1 of the drawings, and viewed in the direction of the arrow on the dotted line thereof. Fig. 5 is a similar view taken on the line *y—y* and viewed in the direction of the arrow, crossing said line, the parts being illustrated in the position assumed thereby when raised to lift the reproducing stylus clear of the record, in said view the position of the diaphragm or reproducer head is understood to be on the end of its outward movement; Fig. 6 is a similar view to that of Figs. 4 and 5 taken on the cross sectional line *z—z* Fig. 1 of the drawings, the reproducer head or diaphragm being illustrated in its returned position and the reproducing stylus thereof raised clear of the record, said view illustrating the parts just prior to the lowering of the needle to place same onto the record; and Fig. 7 is a detail broken front view in elevation disclosing the position of the oscillator when raised its full upward distance and the position of the catch lever when swung inwardly to lock the arm which carries the spring lever to actuate the reproducing stylus for holding same clear of the record during the return movement of the diaphragm or reproducer head.

**"A PERSON WITH A RECORD CABINET and not enough records to fill it is the best kind of a prospect."**

Furnish any customer with a cabinet and you will create a field for the sale of more records. You should be just as anxious to sell your customer a cabinet as you are a machine, because a cabinet is an absolute necessity to a possessor of a stock of records. They must be kept in a cabinet to be preserved, and the cabinet is an ornament in any parlor besides serving as a stand for the machine.

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Record Cabinet  
No 6.97

**Rockford Cabinet Co., 1920-30 12th Street, Rockford, Ill.**



**AUTOMATIC BRAKE FOR TALKING MACHINES.** Guadalupe Buelna, Santa Barbara, Cal., assignor of one-half to Arthur E. Burson, same place. Patent No. 911,202.

This invention relates to brakes for talking machines and particularly to that class of brake caused to be actuated automatically by the sound-box carrier arms of phonographs.

An object of this invention is to provide a brake, which combines simplicity with efficiency and which is readily and quickly applicable to all talking machines, in avoidance of all necessity for adjustment to the varying sizes of discs now manufactured.

In contradistinction to the brakes now manufactured and used, this invention contemplates the provision of an automatic brake designed to act upon the under surface of the disc carrier periphery. By causing the brake action to be effected in this manner, lateral strains and excessive wear of the elements of a brake are reduced to a minimum if not completely eliminated.

Consequently the brake may act with superior velocity without causing the strains by reason of the rotary motion of the disc carrier to be concentrated to one particular point. A brake after the present type not only causes the gentle application of the braking effect, but assists the carrier arm for the sound-box to traverse the ungrooved surface of the record previous to the application of the brake which is nearly simultaneous with the completion of the reproduction of the record.

In the drawing: Figure 1 is a side elevation of the invention as applied. Fig. 2 is a front elevation, and Fig. 3 is a plan view.

Specific reference being had to the drawing, 1, designates the motor containing box of an ordinary talking machine, 2, is a record carrier, 3, a disc record, and 4 a sound-box carrier arm of the ordinary type. Upon the box 1 is arranged to be fastened by any suitable means, a plate 5 having two hooks 6 made integral with the plate 5.

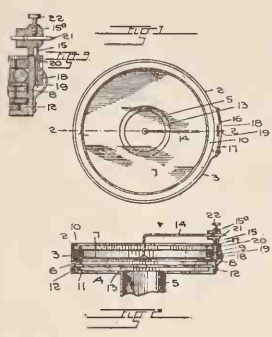
**ATTACHMENT FOR GRAPHOPHONES.** H. C. Kelly, West Burlington, Ia. Patent No. 913,508.

This invention relates to an improvement in attachments for graphophones, and the object is to provide means whereby the particles of dust caused by the needle of the graphophone as it becomes worn to be gathered off from the disc or record, thereby preventing metal from working into the records, and thus preserving the record. This manner of gathering up the particles will also overcome the scratching which is often caused after the record has been used for any length of time.

In the accompanying drawings Figure 1 is a view showing the invention applied to the graphophone; Fig. 2 is a view of the bracket for holding the magnet, and Fig. 3 is a detail of the arrangement.

**SOUND-BOX.** George Osten, Denver, Col. Patent No. 913,153.

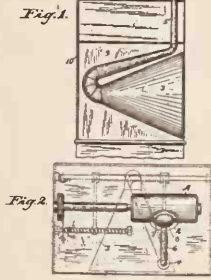
This invention relates to certain new and useful improvements in the sound-boxes which form part of the sound-reproducing instruments, commonly known as phonographs and its object is to provide a device of the class named which, by its peculiar construction and the addition of an auxiliary diaphragm, will reproduce sound clearer, more distinct and sonorous than in con-



structions heretofore known. This object is attained by the mechanism illustrated in the accompanying drawing in the various views of which like parts are similarly designated and in which—

Figure 1—represents a face view of the improved sound-box, Fig. 2—a section taken along a line 2—2, Fig. 1, and Fig. 3—an enlarged, fragmentary sectional view of the needle holder and adjacent parts.

**PHONOGRAPH HORN ATTACHMENT.** George Shephard, Petaluma, Cal., assignor of one-third to J. N. White, and one-third to J. H. Andrews, same place. Patent No. 182,039.



This invention relates to an attachment to talking machines and pertains especially to a means of connecting the horn with the reproducer.

Figure 1 is an elevation in partial section of a talking machine, showing the invention. Fig. 2 is a plan view of the same.

**PATENT PACT WITH GERMANY.**

Treaty Signed to Prevent Laws Such as Britain Passed Last Year.

(Special to The Talking Machine World.) Washington, D. C., March 8, 1909.

A patent convention with Germany was signed at the State Department recently by Secretary of State Bacon and Count Johann von Bernst, the new German Ambassador. This is the first treaty signed by the German Ambassador since his arrival here several months ago. The treaty is designed to prevent either government from passing laws requiring that foreign patents must be manufactured in the country in which protection is asked.

A statute was passed in England last summer

requiring that in order that foreign inventions might be protected from infringement in England they must be manufactured there. The treaty with Germany was designed to prevent the passage of a law similar to this statute. The treaty will go to the Senate for ratification.

**PARCELS POST**

System Authorized in P. O. Appropriation Bill.

(Special to The Talking Machine World.) Washington, D. C., March 9, 1909.

The establishment of an experimental rural parcels post system is authorized by a provision of the Postoffice Appropriation bill, reported to the Senate the other day by Senator Penrose, chairman of the Committee on Postoffices and Post Roads.

The Postmaster-General is authorized to establish the system for experimental purposes in two counties to be selected by him, and to operate it under suitable rules and regulations, including the fixing of rates. He is directed to report the result of the experiment to Congress not later than Jan. 1, 1910.

It is understood that this provision is acceptable to Postmaster-General Meyer, who has strongly recommended the rural parcels post system to Congress. In a statement before the Senate Committee, Mr. Meyer asserted that a rural parcels post system would result in revenues amounting to at least \$15,000,000 annually.

**STEVENSON BUYS COLUMBIA STORE.**

Robert Stevenson, of Gallitzen, has purchased the Columbia Phonograph Co.'s store at 1508 Eleventh avenue, Altoona, Pa., and will conduct it in future.

Geo. Joas, proprietor of the Chippewa Phonograph Co., Chippewa Falls, Wis., had all his stock moved to quarters on Central street recently when he discovered that the building was too small. Later he moved back into the Taylor block.

The Victor Talking Machine Co. on February 25th. reduced the price of Victor "Victrola" needles to dealers to 75c. per thousand. In making this announcement they state "It can readily be figured that this will increase the dealers' percentage of profit per one thousand from 76 1/2 per cent. to 100 per cent., assuming, of course, that the majority of your sales are made in lots of two hundred, at 15c. per hundred."

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### NORCROSS PHONOGRAPH COMPANY

New Lang Building, 662 Sixth Avenue

NEW YORK CITY

**GRINNELL MANAGERS MEET.**

Reports Covering Every Department of the Business Presented—Representatives from Widely Separated Sections Present—Recreation for Visitors—Handsome Present for C. A. Grinnell—Now Touring the West Indies.

(Special to The Talking Machine World.)

Detroit, Mich., Feb. 28, 1909.

The annual meeting of the branch store and department managers of Grinnell Bros. occurred at their warerooms in this city on Monday, Tuesday and Wednesday of last week. In addition to the men in charge of the various departments of the Detroit headquarters, representatives were here from the following towns where Grinnell Bros. have branch stores: Adrian, Bay City, Escanaba, Flint, Hancock, Hillsdale, Jackson, Kalamazoo, Lansing, Mount Clemens, Port Huron, Petoskey, Saginaw, Sault Ste. Marie, Traverse City, Ypsilanti; also Windsor and Chatham, Ont.

The meeting opened with the reading of the minutes by H. E. Johnston, followed by an address of welcome by C. A. Grinnell, which was responded to by J. R. Shannon. Later addresses or reports were made by J. C. Weiss on the sheet music department; P. W. Guest on the small goods department; W. W. Walker on the advertising department; R. W. Smith on window display and show card department. Later in the

evening the entire party took in the automobile show.

Tuesday morning papers were read by M. Strassburg on the Victor and Edison department; W. A. Grinnell on the shipping department; C. A. Gittery on the music box and electric piano department; P. H. Mugford on "The Traveling Orator," and J. W. Cliffe on "The New Prospect System." H. R. Fuller and J. Vaughan discussed the player-piano and piano-player department, while S. J. Guest spoke on collections.

In the evening the entire visiting force was entertained at a banquet at the Charlevoix. At this enjoyable feast some interesting addresses were made by I. L. Grinnell on "The Best Producing Force"; J. E. Fitzgerald on "The Best Music House," and W. W. Harrie on "The Best Hunter (for Business)."

On Wednesday E. P. Van Sickle discussed the tuning and factory ends of the business, and G. W. Guiley spoke on the Grinnell business throughout the State. This was followed by the opening of the Question Box, which proved a most interesting feature of the program. Later the party was entertained at luncheon at the new Y. M. C. A. building, and in the evening a visit was made to the Detroit Opera House, where John Drew proved a potent attraction.

This program will give an idea of the thorough manner in which business matters were taken up and discussed; in fact, every department was carefully reviewed, comparisons made and plans for future business completed. As will be

noticed the serious business of the meeting was interspersed with some well-considered recreation, which was thoroughly enjoyed by the men.

A happy feature of the convention was the presentation by the managers to C. A. Grinnell of a handsome large oak table for his private office. This graceful act illustrates the cordial relationship existing between employer and employe in the house of Grinnell. In fact, although the Grinnell payroll numbers upward of 450 persons, it has often been likened to one great family, for the utmost cordiality and spirit of co-operation exists, and both I. L. and C. A. Grinnell take a personal interest in the welfare of even the humblest of their employes.

Mr. and Mrs. C. A. Grinnell left on the "Oceanic" for a tour of the West Indies on Saturday morning, Feb. 27.

**LEASE FLOOR FOR TEN YEARS.**

The Columbia Phonograph Co. have leased the entire top floor in the new Mark-Stern building, 102-104 West Thirty-eighth street, New York, together with the roof space for ten years, for a recording laboratory. They have occupied the premises for a couple of months, removing from Twenty-seventh street and Sixth avenue.

Half the disconsolate old age we see is due to giving up the chase and settling down to be a "has been" instead of insisting on being an "is."

**Leading Jobbers of Talking Machines in America**

**Jacot Music Box Co.,**  
39 Union Sq., New York.

**Mira and Stella Music Boxes.**  
Edison and Victor Machines  
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**Peter Bacigalupi & Sons**  
SAN FRANCISCO, CAL.  
WHOLESALE RETAIL  
941 MARKET STREET

**JOBBERS** Edison, Zonophone  
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All Kinds of Automatic Musical Instruments  
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WHEN YOU WANT IT.

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PERRY B. WHITSIT L. M. WELLER  
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EVERY JOBBER in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the April list.

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**EDISON** **VICTOR**  
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Our wholesale depot is a mile from our retail store. Records are not mailed over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory.

**LAWRENCE MCGREAL,** Milwaukee, Wis.

**PACIFIC COAST** **DISTRIBUTORS OF**  
**Victor Talking Machines** and **RECORDS**  
STEINWAY PIANOS—LYON & HEALY  
"OWN MAKE" BAND INSTRUMENTS  
**Sherman, Clay & Co.** San Francisco Portland  
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**Ludden-Campbell-Smith Company**  
Jacksonville, Florida  
**Exclusive  
Columbia Jobbers**

We Carry the Full Line.

COLUMBIA DOUBLE-DISC RECORDS  
COLUMBIA INDESTRUCTIBLE RECORDS  
COLUMBIA GRAPHOPHONES and SUPPLIES  
PROMPT SERVICE Exclusive Territory Assigned

**Baltimore Zonophone Jobber**  
**THE NEW TWENTIETH CENTURY TALKING  
MACHINE CO.**  
**L. MAZOR,** Proprietor  
Talking Machines and Records. The Biggest  
Assortment of Hebrew Records.  
1423-25 E. Pratt Street, BALTIMORE, MD.

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We carry at all times a complete line of Columbia Graphophones and Columbia Double-Disc and Indestructible Cylinder Records. We give all orders prompt and careful attention. Dealers can be assured of our co-operation at all times.

**SCHEUBER DRUG COMPANY**  
LIVINGSTON, MONT.

**JOHN F. ELLIS & CO.**  
WASHINGTON, D. C.  
Distributor  
**VICTOR** Talking  
and **RECORDS** Machines  
Wholesale and Retail  
Largest Stock in the South

**Exclusive Columbia Jobbers**

Our stock of Columbia Graphophones and Records is very complete and covers the full line. We receive all the records as fast as they are issued. We are in a position to fill orders promptly. Dealers purchasing from us get the benefit of our central location and effect a large saving in time and money.

Nashville is so centrally located that there is a great saving of time.

**PHILLIPS & BUTTORFF MFG. CO.**  
NASHVILLE, TENN.

**Paste This Where You Can Always See It!**

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS



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# Leading Jobbers of Talking Machines in America



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Are delivering the most wonderful TALKING MACHINE

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They come in four sizes, No. 1, Loud Tone; No. 2, Happy Medium Tone; No. 3, Medium Tone and No. 4, Soft Tone. They are packed in most attractive boxes and envelopes, especially intended to help the Small Dealer make profitable sales of **GOOD NEEDLES**.

A SYMPOSIUM on the subject, with wholesale prices, will be mailed to any address, from either of our three stores.

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Chas. H. Ditson & Co.  
Nos. 8, 10, 12 East 34th Street  
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REGINA MUSIC BOXES REGINAPIANOS  
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EDISON PHONOGRAPHS AND RECORDS  
Complete Stock. Prompt Deliveries.

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Complete Stock. Prompt Service.

Dealers Wanted.  
Write to-day.

### FINCH & HAHN

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### EDISON JOBBERS

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Machines and Records

Complete Stock

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LARGEST STOCK OF EDISON PHONOGRAPHS AND RECORDS in the U. S.

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EDISON PITTSBURG, PA. VICTOR

"If it's made we ship it the same day order is received"

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We are in a position to put you on the right course to successfully handle these universally used instruments and records. If interested, "pop the question." Catalogues, prices, and complete information upon request.

HOLLENBERG MUSIC CO.

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Wholesale Distributors "Star" Talking Machines, Records, Horns, Cranes, Etc.

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Machines, Records and Supplies.

THE EASTERN TALKING MACHINE CO.  
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Only Exclusive Jobber in U. S. of

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Write to-day for terms necessary to become dealers

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If We refer all retail inquiries from our Dealers' towns to them for attention.  
If We positively will not sell a Talking Machine or Records at retail in a town where we have a Dealer.

If We do not refer the inquiry to you and then offer to pay express if the customer will buy direct.

The Rudolph Wurlitzer Co.,  
Cincinnati and Chicago.

2 points of supply via Victor & Edison. Order from the nearest.

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Victor Distributors Talking Machines  
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Send us your Order, you get the Goods

We don't retail. We take care of the Dealer.  
Large Stock - Quick Service

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NEAL,  
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### Columbia Graphophones and Records

Orders filled the day they are received. Complete stock.  
If it's in the catalogue we have it.

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Controlling State of Maine and portion of New Hampshire

### KLEIN & HEFFELMAN CO.

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MACHINES, RECORDS AND SUPPLIES

Quickest service and most complete stock in Ohio

IF YOU'RE IN WESTERN MICHIGAN  
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