

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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The best-known trade mark in the world

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

THE PLEASURE
DOUBLED

THE COST
REDUCED



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

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

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

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

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

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

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

Universal Talking Machine Mfg. Co.

Fourth and Race Streets

Philadelphia, Pa.

Distributors of Zon-o-phone Goods:

ARKANSAS

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

CALIFORNIA

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

CONNECTICUT

Bridgeport.....F. E. Beach, 962 Main St.

FLORIDA

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

ILLINOIS

Chicago.....Benj. Allen & Co., 181-141 Wabash Ave.
Chicago.....B. Olshansky, 515 So. Jefferson St.
Chicago.....W. H. Sajewski, 1011 Milwaukee Ave.
Chicago.....Tresch, Fearn & Co., 73 Fifth Ave.

IOWA

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

KANSAS

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

MARYLAND

Annapolis.....Globe House Furn. Co.
Baltimore.....C. S. Smith & Co., 441 W. Baltimore St.
Baltimore.....Louis Maxer, 1423 E. Pratt St.

MINNESOTA

St. Paul.....W. J. Dyer & Bro., 21-23 W. 6th St.

MICHIGAN

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

MISSOURI

Kansas City...Webb-Freyschlag Merc. Co., 620 Delaware St.
Springfield...Morton Lines, 326 Boonville St.
St. Louis.....Knight Mercantile Co., 211 N. 19th St.
St. Louis.....D. K. Myers, 3839 Finney Ave.

NEBRASKA

Omaha.....Piano Player Company, 18th and Douglas Sts.

NEW JERSEY

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

NEW YORK

Brooklyn.....F. W. Rous Co., 435 Fifth Ave.
Brooklyn.....B. G. Warner, 1213 Bedford Ave.
New York.....I. Davega, Jr., Inc., 126 West 125th St.

NORTH DAKOTA

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

OHIO

Akron.....Geo. S. Dales Co., 128 S. Main St.
Cincinnati...J. E. Poorman, Jr., 639 Main St.
Cleveland...The Bailey Company, Ontario St. and Prospect Ave.

PENNSYLVANIA

Allentown...H. A. Becker, 601 Ohio St.
Harrisburg...J. H. Troup Music House, 15 So. Market Sq.
Philadelphia...Harmonia Talking Machine Co., 1391 Arch St.
Philadelphia...H. A. Weymann & Son, 1010 Chestnut St.
Pittsburgh...C. C. Mellor Co., Ltd., 819 Fifth Ave.

TEXAS

Beaumont...K. B. Pierce Music Co., 603 Pearl St.

WISCONSIN

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

CANADA

Toronto...Whaley, Royce & Co., Ltd., 168 Yonge St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 568 Grandville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.
Yarmouth...Yarmouth Cycle Co.

The Talking Machine World

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Price Ten Cents

FILLING THE ORDER.

How Much of the Jobber's and Dealer's Success Depends Upon Being Able to Meet Unexpected and Unusual Demands—Occasions Where the Employe Shows His Mettle.

The filling of orders on time is one of the essential requisites to success with talking machine jobbers. Dealers unfortunately are over-prone to low stocks. When they run short the order is a rush one, and they are naturally pleased when every order is filled promptly.

Next to having the goods in stock, the most important thing is to have the man to fill the order and to fill it promptly. And in this connection it is amazing how employes differ in their ability to grasp and master a situation when it is presented to them. The following conversation illustrates the point which we want to make:

"William," said the boss, "can you fill this order and get it off on the 11.20 train?"

"Guess it's too late."

The boss passed on. "George," said he, "can you fill this order, and get it off on the 11.20 train?"

"I guess so; but the time's short."

The boss again passed on. "Daniel," he said, "can you fill this order and get it off on the 11.20 train?"

"I can make a try at it."

The boss again passed on. "Benjamin," said he, "can you fill this order and get it off on the 11.20 train?"

"Yes, sir."

"Pitch in, then."

Now, it is hardly necessary to state that the boss made a mental note with reference to the future promotion and increase of salary of the young man who rose to the occasion.

Too many employes are inclined to like work only when it runs along an even keel, when no extra demands are made upon their physical or mental resources.

The test, however, comes when on an occasion like the foregoing a thing must be done—done right and done quickly.

Then the "quality" of the force can be measured and one gets an idea in a short time what employe or number of employes are bound to win out in the battle of life.

It is the man who when asked "if he can do a thing" and answers "yes," who reveals the qualities that enable men to climb to higher accomplishments.

This is true not only in the talking machine trade but in all lines of employment where men are cast to labor. It is a "meaty" subject, one with a far deeper undercurrent of thought than is revealed in this cursory writing.

OUR EXPORT AND IMPORT TRADE

Of Talking Machines for June and the Entire Twelve Months' Period—Exports Show Strong Gain as Compared with Last Year.

(Special to The Talking Machine World.)

Washington, D. C., August 5, 1910.

In the summary of exports and imports of the commerce of the United States for the month of June and covering the entire twelve months (the last period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for June, 1910, amounted to \$345,420, as compared with \$239,345 for the same month of the previous year. The twelve months' exportations of talking machines, records and supplies amounted to \$3,841,511, as against \$2,852,429 for the same period in 1909.

The total export figures for the twelve months of the past three years are as follows: 1908, \$4,823,793; 1909, \$2,852,429; 1910, \$3,841,339.

The value in detail of exportations of talking machines, records and supplies amounted to \$211,779 in June, 1910. For the twelve months ending in June, 1910, they amounted to \$2,381,172, as against \$1,326,098 in 1909.

The value of all other parts relating to talking machines, phonographs, records and materials therefor sent abroad during June, 1910, amounted to \$133,641; the total exports for the twelve months under this heading foot up \$1,460,339.

MUSIC AS A CIVILIZER.

Walter Damrosch, in Recent Address, Holds That Much of the Domestic Discord in This Country Is Directly Traceable to Lack of Cultivation of the Finer Things of Life—How the Talking Machine Is Tending to Improve Such Conditions.

At a recent reunion in his honor, Walter Damrosch, leader of the New York Symphony Orchestra, said: "There is more domestic discord in the American home than in that of any other country on the globe, and I believe it is because there is not enough cultivation of the finer things of life. There is little family music or art of any kind, and there is small wonder that elements of discord enter when there is nothing more diverting than calculation on the cost of butter, eggs and bacon."

There is much that is truthful and timely in the foregoing remarks. There is no excuse why music should not be more general in the home, in view of the fact that the talking machine today makes it possible to secure at comparatively small expense the greatest music of the masters interpreted by great organizations of musicians and soloists of world-wide fame.

As an educational factor the talking machine is now considered to be most potent, and nowhere can its work be so effective, both as an entertainer and educator, as in the home. It will bring harmony and joy, and will give many homes an atmosphere now sadly lacking.

We wish talking machine dealers everywhere would take this as a text and constantly expound it. Their belief, confidence and enthusiasm most unquestionably affect those with whom they come in contact. There are millions of homes without a talking machine, and it should be the aim and object of every dealer to inaugurate a great campaign to the end that such people are supplied with machines. And each dealer must be up and doing if he desires to make a better showing than his competitor.

It is a worthy cause, truly, that of carrying musical education into the home, and it must be admitted that the talking machine has been the greatest known factor in making Americans acquainted with the great operatic and instrumental works of the leading composers. It has brought the best of music into the backwoods as well as the cities, and thus an educational campaign has been carried on which has been of incalculable value.

It has well been said that musical progress bespeaks civilization, and as President Harris, of the Northwestern University said in a recent speech in Chicago, "Education without music is insufficient and not in keeping with an advanced civilization. It is indeed regrettable that Americans let music play such a little part in their education and lives," he added. "The majority of them are worse than barbarians. The average graduate to-day of a college starts out to fight life's battle with his brain crammed full of commercialism. Only a small percentage of them know anything of the sublimer works of music. A young man who goes out into the world without being equipped with an appreciation of good

music is forever barred from the uplifting qualities to be derived only from the great musical compositions.

"Education is too cold, and it would be materially improved by the addition of musical studies in connection with other college courses. The musicians of to-day should throw their body and soul into the work of civilizing the people of America."

WRITING AN ADVERTISEMENT.

What It Really Means to Turn Out First Class Advertising Copy Explained by Arthur Brisbane During Recent Address in Chicago.

When Arthur Brisbane, editor of the New York Journal, was in Chicago recently, he delivered an address at the Chicago Athletic Association to newspaper and advertising men, in which he said "to write advertisements is the most difficult thing in all the business of writing." In connection therewith he related the following experience he had with Thomas A. Edison:

"It is not very difficult to write editorials that are successful. All you have to do is to tell the people about themselves, about how they feel. If I should say to you that you have very interesting noses, you would feel your noses and look in the glass and read my editorial, because it is your nose. See? If I try to interest you in some money-making scheme or some merchandise scheme it is difficult.

"I tell employers—(I know a good many of the biggest advertisers—in fact, I have written a few advertisements myself, occasionally write one for some personal friend)—and I will tell you now it is the hardest possible work, and it is so hard that it reminds me of an experience that I had with a friend of mine, Thomas A. Edison. He decided to give up advertising the phonograph and to let it sell along in just its regular way. I told him he should go along and push it. I told him what I thought ought to be done to push this particular thing, which I consider one of the greatest benefactors in his particular line. I told him how. He sent the president of his company to see me and this man said, 'If you will write those advertisements we will take five pages and put them in the Evening Journal.'

"Now, I like to do what I can for the business department. I am perfectly aware the business department pays my salary; Hearst doesn't pay it; the men in the business office, the advertisers, the successful merchants, they have to pay it. I said, 'All right, I will do that, but it is a lot of trouble, and if you print those five pages in the Evening Journal it will cost you \$1,000 a page, which is our rate to print them, and I will charge you \$1,000 a page to write them, which is reasonable enough as a sample.'

"Now, I have in my desk a contract from the Edison Phonograph Co., which was signed nearly two years ago, and I have not yet written the five pages. Every time I think of it it gives me the shivers—to think of turning out really five pages of advertising copy. I rather think now I shall never write them. I am perfectly certain how it ought to be done, but to do it is very difficult. I could write you an editorial on the subject, I could interest you in Edison's personality, but when it comes down to accomplish the task that you men have to accomplish, when you have got to prepare a statement in plain English, which is more easy to write than to read, when you have to do that and make a man interested after he has finished reading, that is a very hard proposition."

Advice is free, the expense often comes with following it.

AMBEROLA CONCERTS IN COUNTRY.

The Churches and Town Halls of Suburban Villages Offer a Great Field for the "Talker" Man—Opportunities Worth Considering.

Did you ever give an Amberola concert in a country church, Mr. Dealer? No? Well, take it from me, you should delay no longer—there's money in it for you.

The average ruralite has never heard a cabinet talking machine, and never seen one except in the half-tone cut accompanying the advertisement in *The Ladies' Companion*, the magazine his wife earned by buying \$10 worth of toilet soap, or in the Spruce Creek Centers Corner, his own town weekly. Therefore, when he reads the flaring poster down to the post-office and finds out that there is to be an Amberola concert at the Methodist Church Saturday night, you bet he'll be there "with bells on."

Of course, he's heard singin'. By Gosh! Yes, indeedee! They got a mixed tri-o choir at Spruce Creek Centers. The blacksmith, he sings basso, and you kin tell his profession by his voice. The village seamstress, she hollers soprano, and, say, honest now, you just oughter hear her. Why, when she's in form and ain't been talking gossip too hard the week before, she kin drown the whistle down to Johnson's foundry. An the other one; he's a counter-tenor; got his title because he tends counter over at Smith's dry-goods emporium, I reckon, but Mr. Ruralite don't like to dwell on that tri-o too long; he allows its kind of wearin'.

Well, when he and the wife and little Ruralites get to church Saturday evening everything is prettily decorated in honor of the auspicious occasion, and right in front of the pulpit, occupying the place of honor, stands a beautiful mahogany cabinet.

"Where's the horn?" wails Jackie, the youngest Ruralite sadly. "It ain't a really real talkin' chine, ma, fer it ain't got nary a horn."

Before his fond mother finishes soothing him into silence with a sharp crack of material knuckles upon the youthful cranium, the resonant tones of a great organ swell throughout the little building in solemn grandeur. Not the piping shriek of the cheap cabinet organ that has assaulted the ear drums of Mr. Ruralite for thirty years, but the full deep throated voice of a mighty monarch of melody, such as thrills the vaulted arches of the city cathedrals, and he and his family are entranced.

But still greater things are in store for them,

for as the last sweet lingering chord of the introduction dies away, four perfectly trained and wonderfully rich voices, those of a high-salaried metropolitan choir, begin the opening words of the grand old hymn, "I Will Sing of My Redeemer." When they have finished there is not a dry eye in the whole church, even the minister, bless his heart, is moved to tears, and by the time the concert is over the audience is beside itself and full to the brim with amazement. They cannot seem to realize how from that beautiful mahogany cabinet before them such celestial harmonies can come without other and more human means than a small black cylinder.

Now, Mr. Dealer, is the psychological moment.



Keep the people together until you've had your little say and distributed a goodly piece of literature.

Explain to them clearly and concisely how very easy it is to own that incomparable instrument, the Amberola, and that an initial payment of \$10 will send it into their homes to lighten their hearts and prolong their lives with its endless store of everything melodious. Explain to them also that a monthly payment of \$1 until paid for will keep it there.

This scheme for selling cabinet machines is working out very successfully right now in towns near the home of the writer, Harry Holt, a Mount Holly (N. J.) dealer being wonderfully active along the lines above mentioned, his machine being the Victrola, so, Mr. Dealer, it is for you to interest your town in church and

town hall concerts, and reap the rich harvest that lies ripe and golden awaiting the sweep of your keen-edged sickle.

HOWARD TAYLOR MIDDLETON.

TELLS STORY OF MASSACRE.

Abbie Gardner-Sharp, Who Survived the Last Indian Raid and Massacre at Spirit Lake, Now Tells Visitors the Story Through a Talking Machine.

(Special to *The Talking Machine World*.)

Des Moines, Ia., Aug. 1, 1910.

All the way from being kidnapped by the Indians and carried away to be ransomed by a State to having the story of her life canned and doled out through a phonograph for the delectation of visitors to her log cabin—this is the span covered by the life of Abbie Gardner-Sharp.

Mrs. Sharp owns the cabin which was the scene of the last Indian raid and massacre in Iowa, at Spirit Lake. She has found her failing strength unequal to the task of repeating for the benefit of the hundreds of visitors at the cabin the story of hardships and terrors of the pioneers. She has therefore put her story upon phonographic records and while she takes her ease the machines recite Iowa history.

"I would not be able to tell to all who come the story of the Spirit Lake massacre," she said while sitting in the office of Secretary John C. Simpson, of the State Board of Agriculture. "The phonograph record has become a necessity, and visitors to the cabin are entertained by the story whether I am there or not."

Mrs. Sharp is here to supervise the printing of the sixth edition of her book. She also came to consult in regard to the historic pageant that will be put on at the State fair with the Spirit Lake incident as the central idea. She is in excellent health. She bought the old log cabin and the ground surrounding from the proceeds of her book and is able to live comfortably now.

GOOD ADVERTISING.

Proper Stock the Basis—Various Successful Methods of Approaching the Prospect.

The ground work of advertising is a well-selected, clean, properly arranged stock of goods, such as will supply the wants of the purchaser.

One legitimate method of advertising is by addressing the customer direct by letter, catalog, or in the form of a circular; the other method is through newspaper advertising, with or without illustrations, and changed at frequent intervals.

Billboards, frames for cards in hotels, and public places, are only valuable to the man who has arrived at a point where he is a recognized leader. The average dealer gets little or nothing from such forms of advertising.

THE OPTIMIST.

A happy chap with a clear, bright eye, and a face that's a joy to see;

A slap on the back and the merry crack of a bit of repartee;

He's never a word that will hurt a soul, and he does the best he can,

As he's going along on his own bright way, at helping the other man.

He laughs and sings through the livelong day; at night he sleeps like a top;

And he sows his seed with the certainty of reaping a bumper crop.

O the Optimist is the salt of the earth, though he leap to mad extremes;

Let us clink and drink to the Optimist! Long life and pleasant dreams!—St. Paul Dispatch.

The ability to sell something just as good when you are out of a certain line of goods may be valuable, but it will never be as valuable as the ability to keep the stock up.

EASTERN CO. SERVICE

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

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

Write us for samples, descriptive circular and prices of

Grand Opera Needles

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

YOU SHOULD HAVE "DUST-OFF"

For Edison Records

RECORD CLEANERS

For Victor Records

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

THE EASTERN TALKING MACHINE CO.

177 Tremont Street

BOSTON, MASS.

DISTRIBUTERS OF EDISON AND VICTOR MACHINES, RECORDS, SUPPLIES



Our advertising is money to you

Dealers who don't take advantage of our extensive magazine, newspaper and farm paper advertising to get more business, make us lose much of the effect of our advertising and at the same time they lose many dollars that ought to go into their pockets.

Our advertising appears regularly all the year around and reaches millions of people in every part of the country, and it is worth the effort on your part to get hold of this trade in your locality and develop the interest we have stirred up.

Local newspaper advertising, circulars, window displays and similar methods will do it. Tell the people you have the Victor they see advertised and invite them into your store to hear it.

That's a whole lot better than just supplying the natural demand and it pays right from the start.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

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

VICTOR DISTRIBUTORS:

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

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

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

**Quality—the one word that expresses
the Columbia idea and the character of
its product.**



Columbia Phonograph Co., Tribune Building, New York.

AROUND MILWAUKEE TRADE.

Talking Machine Trade, Both Wholesale and Retail, Rather Quiet and Collections Reported Poor—Preparing for Heavy Fall Business—New Idea Cabinet Co., Change Plans for Factory—Improvements in Columbia Store—Want Next Jobbers' Convention—Firm of Eicholz & Schefft Dissolved—Some Recent Visitors—Summary of News.

(Special to The Talking Machine World.)
Milwaukee, Wis., Aug. 8, 1910.

There is no denying the fact that the talking machine business is quiet in both retail and wholesale lines. Dealers say that trade is no more quiet than it usually is during the hot summer season, however, and that business compares favorably with that in other lines. One of the unsatisfactory features of the situation is the fact that collections are more than usually poor. This is to be expected, taking into consideration the low ebb of trade.

Both wholesalers and retailers are preparing for an especially heavy fall trade and the general feeling is that there will be no disappointment. This will depend largely, however, upon the condition of the crops which are to be harvested this year. Last year Wisconsin harvested one of the bumper crops for which the State is noted, but this year the outlook is not so bright. The entire State has been experiencing a genuine drought for several weeks, broken only by scattering and light rains. Wholesalers are hoping for the best and say that if the harvest is at all satisfactory money will be plentiful and retailers will feel confident to come into the market for new stocks.

The brightest feature of the Milwaukee retail trade during the past month has been the demand from summer resorters, but this trade has now fallen off to almost nothing.

The New Idea Cabinet Co., incorporated at Milwaukee some time ago to carry on the manufacture of the "New Idea" disc cabinet, invented by William Schmidt, have made a radical change in their plans for a factory. Instead of locating at Wauwatosa, a Milwaukee suburb, the company have opened quarters on the fourth floor of the McGreal building and will carry on manufacturing operations here until the business demands larger space, when a new plant will be erected at Wauwatosa, where an excellent site has been secured. The company are now installing new machinery in their quarters in the McGreal building and expect to have the plant in full operation by August 10.

"Inquiries have been pouring in upon us from jobbers and retailers concerning the 'New Idea' cabinet," said Lawrence McGreal, one of the incorporators of the New Idea Co. "We are sure that the cabinet will be a winner. The capacity of our plant here will range from 20 to 30 cabinets daily. We expect to begin shipping to the trade within a short time after we begin operations."

F. A. Schuber, mayor of Livingston, Mont.,

and Columbia distributor for Montana, Wyoming and the western portion of North and South Dakota, was in Milwaukee on business a short time ago. Mr. Schuber and his daughter, Miss Mary, visited at the home of his sister, Mrs. A. G. Kunde, wife of A. G. Kunde, owner of the downtown Columbia store. Mr. Schuber reported that the Columbia is meeting with an excellent business in his territory.

In preparation for a big fall business, A. G. Kunde, Columbia dealer at 516 Grand avenue, has installed three new demonstrating rooms and made various other improvements. Plans have been completed for the erection of a handsome new front at the store.

The new Mignon machines have made their appearance at the downtown store of the Columbia and are creating genuine interest in the trade. Indications are that the demand will more than equal the supply.

The McGreal party returned to Milwaukee from the convention of the National Association of Talking Machine Jobbers at Atlantic City, confident that the gathering was one of the most profitable and enjoyable of any held in the history of the organization. Mr. and Mrs. McGreal and Mrs. McGreal's sister, Miss Gertrude Gannon, spent ten days at Mr. McGreal's former home at Rochester, N. Y., after the close of the convention. Miss Gannon also made an extended trip through the East and returned some time after the other members of the party.

George D. Ornstein, sales manager of the Victor Talking Machine Co., has been spending some time in Milwaukee as the guest of his sisters.

Lawrence McGreal is confident that Milwaukee will be decided upon as the location of the next convention of the National Association of Talking Machine Jobbers. While at Atlantic City Mr. McGreal spent all his spare time in convincing the delegates that Milwaukee has more than ordinary advantages as a convention city and that the association would make no mistake in coming here in 1911.

The firm of Eicholz & Schefft, formed about a year ago by George Eicholz and Charles H. Schefft, a member of the piano firm of Ross, Schefft & Weinman, has been dissolved. It is understood that Mr. Eicholz has sold his interest in the business to Mr. Schefft and that the store at 839 Third street will be managed in the future by Mr. Schefft's son, Oscar Schefft, who has been in charge ever since the business was started.

Some good sales in the Edison business phonograph are reported by J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Mfg. Co. Mr. Becker believes that all indications point to a brisk fall business in the general talking machine line.

Several out-of-town Wisconsin talking machine dealers were in Milwaukee the past month on both business and pleasure. While all admitted that present business is dull, the general opinion seemed to be that the coming fall business will be entirely satisfactory.

USING "TALKERS" IN PARKS.

Machines Used to a Large Extent in Great Britain to Replace or Supplement Bands in Public Parks—Success of the Auxetophone Concerts in the Parks of Belfast, Ireland—Press Comments Upon the Quality of the Reproduction.

In England and Ireland they are using the talking machine to a much larger extent in public parks and other resorts than they are in this country. In many of the leading cities band concerts in the parks are interspersed with talking machine concerts throughout the summer, which afford great pleasure to those in attendance, and in this way demonstrate to a large constituency the possibilities of the talking machine.

In Ireland Auxetophone (or Auxeto-gramophone as it is called in Europe) concerts are being given in the Botanic Gardens Park, Belfast, under the auspices of the Borough Council. The programs usually consist of forty-eight numbers, and those which The World was privileged to look over were admirably arranged. Speaking of the opening concert in Belfast one of the local papers said:

"The possibilities of the Auxeto-gramophone—one of the newest and best forms of music machines—are never adequately demonstrated inside a hall. When it is employed in the open air one can better appreciate the volume of tone and general effectiveness with which it reproduces band pieces especially, while the vocal records are brought out with a good deal more clearness and finish, the whirr of the machinery which is generally audible in an enclosed space, not asserting itself to the same extent. It was an excellent idea to arrange open-air concerts in the city parks, employing the Auxeto-gramophone solely, and the success of the Parks Committee's scheme was sufficiently indicated by the large gatherings at both performances in the Botanic Gardens yesterday afternoon. The weather was glorious both in the afternoon and evening, and the charm of the surroundings gave an added zest to the enjoyment of the varied programme, which was gone through under the direction of Thomas Edens Osborne. It was a real pleasure to saunter about the prettiest corner of the park, where the instrument was mounted, and hear the tones of Tetrassini, Caruso and McCormack, or the rich strains of the magnificent Coldstream Guards' band reproduced with fidelity and remarkable fullness of tone. A liberal program was submitted at each performance, and, in addition to records of operatic items, there were lighter selections, including songs by Harry Lauder, George Grossmith, Jr., and other well-known artists. Altogether it was a highly enjoyable performance, and was rewarded with a full measure of public appreciation."

Every good salesman knows that discretion of speech is more than eloquence. And an agreeable manner helps the sale ever so much.

THE REALM OF THE TRADE PAPER.

Wesley A. Stanger, a Chicago Editor, Gives Interesting Talk Before the Business Science Club of That City Upon "The Relation of the Trade Paper to the Trade"—Offers Some Valuable Information That Is Worth Reading by All Those Concerned in Trade Betterment—How the Trade Paper Aids Business Interests in All Industries.

Wesley A. Stanger, editor of the Office Outfitter, Chicago, gave a talk recently before the Business Science Club on the "Relation of the Trade Paper to the Trade." It is so excellent that we believe our readers will be interested in reading it. Mr. Stanger said in part:

"To-day in the realms of magazine publishing the modern trade paper holds first place. There was a time when the magazine of general circulation was a more potent factor in the upbuilding of business and influencing thought. True enough, the modern newspaper sways the opinions of the masses, but magazines have always had their field and have affected the thinking public more than almost all other influences.

"The trade paper has a field of its own. It is the medium between the manufacturer and jobber and the retailer. It is the powerful force that creates the demand with the retailers. It is kept out of the hands of consumers and has a restricted circulation all of its own, and it gets closer to the people who read it than any other class of publication. The trade paper is the paper that the retailer reads as the devotee reads his Bible. To the retailer it is the only means he has of getting an unbiased view of what is going on in his field. Thousands of circulars and elegantly printed advertising matter circulated by a house among its retailers have a certain effect, but the mere fact that they proceed from the jobber or manufacturer has a tendency to belittle their influence and importance. The retailer looks to his trade paper to learn the facts and secure the real reliable information with reference to lines of merchandise, market conditions and all other divisions of his business.

"The trade paper editor has a heavy burden on his shoulders and a responsibility that means much. He must be fair, just, reasonable, broad-minded and strictly honest with his readers. He is interested in the man who subscribes to his paper, and when he gains his confidence he has an asset that is worth many dollars to him."

Mr. Stanger stated that in number, class and quality of trade papers the United States lead all other countries. Germany is a close second and patterns after American ideas to a very large extent. In the United States alone there are upward of 612 trade papers, and among those cited by Mr. Stanger as a model among others was The Talking Machine World, going to show that every trade and profession is represented.

"The trade paper is the medium that introduces the new things to the retailer who serves the interests of the consumer, and in this way is the greatest commercial force known," said Mr. Stanger. "An order from one retailer is worth many orders from individual consumers. The dealer buys in quantities and sells single pieces. Thus while advertising through a trade paper does not produce numerically as many returns as general advertising, each individual order represents a quantity and steady buying, whereas the average consumer ordering goods through a magazine advertisement orders once and never again. Every retailer represents on an average 300 consumers, so it will be easily seen that business secured through a trade paper is the most profitable, most extensive and most to be desired of any.

"Many men in many businesses subscribe to many trade publications. It is a matter of thankful comment that most of them pay in real money for what they get, and better than this, they invariably read what their trade papers have to say. This is more than can be claimed and proven for any other class of publication. When you get your trade paper do not throw it aside. It is worthy of better treatment. Treat it with con-

sideration and as though it were worthy of your respect, whether it has it or not. Remember that no matter what line you are in you owe a great deal to your trade paper—more than you will ever repay—and treat it accordingly. Keep your subscription paid up and treat it with the same consideration you would give a customer, and do not forget that it has done a great deal more for you than you will ever do for it. It has stood by you when you needed it; when you said unkind things about it and had thrown it in the waste basket; it has even stood by you when you had permitted your subscription to lapse. If readers but knew the work, expense, time and effort that it costs to produce even the smallest trade paper in existence they would marvel. If they knew of the trials and sacrifices of the publishers in serving their interests they would look at the trade paper from a different angle. If they would realize what trade papers have done for them there would not be a single delinquent subscriber on the books of any trade paper in the country, and every man in every line of business would subscribe to and read every paper printed that catered to his interests. The trade paper of to-day is the greatest friend the modern business man has, be he manufacturer, jobber or retailer.

"There is one more thing to this trade paper business. The trade paper is the best 'booster' that the salesman of to-day possesses. No matter whether a man is on the street, on the road or behind the counter, the trade paper is working for him day and night. It is inspirational and is a medium of expression for his views and for the interchange of ideas. It helps the road man, because it introduces his goods to the prospective buyer before the salesman gets to him. In this way it lessens his task and prepares the way. It keeps the retailer posted and abreast of the times, so that the salesman has less trouble in finding the middle ground on which to meet him. It 'boosts' the men who do things and helps them both with their employers and their customers. It is the great force that puts the new ideas, the new things, the new thoughts before

the retailer, jobber and manufacturer in condensed and crystallized form, and which has built up this great fraternity of men engaged in manufacturing, jobbing, selling and retailing. It is the cement that holds the business structure together and every man in business should be a booster for the trade papers in his line. A salesman cannot go into a retailer's place of business anywhere without finding some trade paper; every jobber, manufacturer and salesman should take advantage of this great asset and use it for all it is worth. The trade paper of to-day is the greatest force in the entire commercial world."

DON'TS FOR WINDOWS.

Don't wait until Saturday to wash your windows.

Don't let your window displays get dusty and stale.

Don't forget that dirty windows shut out trade as well as light.

Don't put in freak displays that have no connection with your business.

Don't neglect to have neat, attractive show cards.

Don't fear people will think you haven't the stock just because it is not all in the window.

Don't have one of your clerks in front of your store washing windows or sweeping the walk after business has started.

Don't show many different kinds of goods at once.

Don't spoil your window display by hanging up show bills or other advertising not concerned with your business.

Don't fail to "hook up" your window displays with your advertising. They should pull together.

Some frivolous person has remarked that illness was like a struggle between two people, and that the doctor resembled the third man, who intervened to separate them with a club. Sometimes he hit the disease on the head, and sometimes the patient.



Won't You Have a Lesson in Spanish?

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

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

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

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

International Correspondence Schools
Box 918, Scranton, Pa

If you are not working the home-recording feature of the Edison Phonograph, you are only half playing the game.

THIS is one of the biggest selling features of the Edison—so big, in fact, that if there were nothing else to shout about, this one feature would make the Edison the greatest instrument of them all.

There is a good margin of profit in blank records and the crowd that once gets the habit of making records at home buys more records than all the rest together.

Besides, there's a good profit for you in shaving blank records.

Are you stocked up to take advantage of this home-recording end of the business?

Don't let these profits get by—play the game.

Write your jobber now.



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

If there isn't an Amberol Attachment on every Edison Phonograph that has ever been sold in your vicinity you're throwing good money to the birds.

THERE'S good money in it for you, equipping machines already sold, with the Amberol Attachment.

Everybody knows about Amberol Records—and everybody wants to be able to play them. There's a big additional profit for you in Amberol Records—and the demand for them is much greater than for other records, because they play more than twice as long and give more than double the enjoyment.

Everybody wants the instrument that plays both Edison Standard and Amberol Records—the Edison.

Every Edison made to-day is equipped to play both Standard and Amberol Records. Every Edison ever sold should be so equipped.

Get your stock in shape to take care of this important end of the business. Write your jobber to-day.



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



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NEW YORK, AUGUST 15, 1910.

TRADE in the talking machine industry has been rather quiet during the past month, but reports from some localities indicate fair activity in the sales department.

It is certain that the dealers who have adopted progressive methods in their business affairs have profited correspondingly.

It is the day when business in all lines must be conducted according to up-to-date rules, else good opportunities will be lost.

We know of concerns whose record is not up to that of a year ago, and the fault lies wholly in the lack of individual effort rather than poor business conditions.

Effort is necessary to win success in all lines, and there is no use of anyone holding back.

There are plenty of business problems confronting us all the time, and the man who puts up the plea that he does business a certain way and sees no reason why he should modify or change his plans is usually the one who is slipping backward all the time.

He keeps on going for a while and usually insists that he is doing a fair business.

He knows in his heart, however, that something is wrong, but he still adheres to old-fashioned methods in the conduct of his business and will not take up new and progressive ideas.

IF we cannot make up our minds to do things as the interests of to-day demand, and shape our methods according to the particular requirements of the present, we will sooner or later find that we are being left in the race for business.

The man who goes to bed with a clear conscience considers that he has fixed his business properly for the problems which he has contended with during the day, but he

wakes up the next morning with some new series or sets of troubles confronting him that demand other treatment.

Ignoring or passing them over will not rid his business of the annoyances, and because he did not have them to contend with a few years ago, he fools himself in an expensive way if he attempts to let them go unnoticed and therefore unconquered.

It does not make any difference how we did business some other day.

Certain methods may have been all right twenty years ago, but they may not fit harmoniously into our present system.

The man who is up-to-date is constantly changing his methods to conform with the changing times, and to claim that the old methods are all right now is just as reasonable as to claim that the talking machine of years ago was good enough for to-day.

The inventive mind realized that it was not, and there has been no halting in the development of the talking machine.

It is moving on steadily, ever advancing, and the business methods of the men who display special products at retail should conform with the progressiveness evidenced in the development of the specialized product in which they are directly interested.

THE leading magazines in the summer contain the advertisements of the great talking machine companies, and it is this persistent advertising in season and out which has caused the product to be in demand.

We have taken occasion to carry on our investigations referred to in last month's World in a most exhaustive manner, and we have found that in the larger cities during the summer there has been a greater demand for the high-priced talking machines than for musical products of any other nature.

Now, this should be encouraging to the dealers generally to go ahead and push their product with zeal.

There is plenty of good, undeveloped territory closely adjacent to every talking machine establishment in this country.

All it needs is systematic working.

A DEALER has asked us to say something about advertising. We should say, every advertisement should be written so that the writer always has in mind holding the confidence of the public.

To create confidence is just as much the function of advertising as to sell goods.

Now, the greater the public confidence in the merchandise offered, the more business will come to the dealer.

Statements made in advertisements, while not lacking in force, should, nevertheless, be conservative to the extent of being readily backed up by the advertisers.

To create the impression that you are giving something for nothing makes the readers wonder whether you are a very poor business man or a plain, every-day liar and in either case they are not over-anxious to trust you.

It is steady hammering that makes an 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 advance entirely to intelligent, persistent advertising, but there is yet to be heard of one who won success from a single advertisement.

A single drop of water falling on a stone spatters off and leaves no impression, but constant dripping on the same stone will eventually wear a hole in the solid granite.

Then, again, in advertising, talk something besides prices.

Explain the wonderful powers of talking machines. Show them up in an interesting way.

In the talking machine business the price question should be cut out.

People always looking for bargains that can only be secured by means of sales will not form a permanent foundation for any business.

When exploiting the excellent quality of your product emphasize some of its interesting features—some of its entertaining possibilities, and many people who do not know the marvelous powers of the talking machine may have their interest aroused to the extent of visiting your warerooms.

DEALERS are not concentrating attention as they should in an effort to have talking machines, particularly the larger instruments, used in the public parks and other resorts in their towns or cities.

This is the best kind of advertising for the talking machine business.

The use of high class records and high class machines does more to educate the "doubting Thomases" than any other possible means that we can conceive of.

If people are compelled to hear them in the public parks they cannot fail to admit that the talking machine of to-day is an instrument that compels consideration and the highest praise and admiration.

In Great Britain the talking machine is being used in public parks with splendid results.

It takes the place of the regular band concerts on certain nights of the week.

Why not make an effort to inaugurate some such plan of publicity in your locality?

THE export trade in talking machines and supplies continues to be of the most gratifying nature.

In another part of this issue will be found the figures for the month of June and the preceding eleven months

The total exports for 1910 amounted to \$3,841,511, as compared with \$2,852,429 for the same period in 1909.

This demonstrates in a very pleasing manner that American products in the domain of talking machines and accessories are liked abroad.

As a matter of fact the exports of talking machines for the past twelve months were three times as great as the exports of pianos, player-pianos, organs and musical merchandise of all kinds.

This is most significant.

It tells in a convincing way that this is no petty industry of which we are a part.

CLEVELAND'S BUDGET OF NEWS.

Little Change in Trade Conditions During Month—Record Buyers Plentiful—Prominent Attorney a Talking Machine Enthusiast—His Views—G. J. Probeck's "Acorn"—U. S. Phonographs Making Good—Numerous Orders Received—Columbia Goods in Demand—Recent Visitors—Other Interesting Trade News of the Month.

(Special to The Talking Machine World.)

Cleveland, O., Aug. 9, 1910.

Conditions prevailing in the talking machine business during the past month were on the whole similar to those that prevailed the previous month, and business is hardly what one would describe as satisfactory. However, many of the dealers are averaging a normal midsummer volume of trade, running more to the higher-priced machines and records, and all are actively pushing business.

The lower-priced machines and records usually purchased by workmen are being more frequently called for, and record buyers who have not been in the market for many months are beginning to come back—indications that prosperity has at last reached this class of our fellow-citizens.

H. E. McMillin is spending the summer at his summer home, Topinbec, Mich. He believes, with President Taft, that a man is entitled to two months' vacation.

Berkeley Pearce, a prominent Cleveland attorney, and who was a councilman-at-large during the administration of Mayor Tom L. Johnson, and one of his warmest supporters, is a talking machine enthusiast. He has a Victrola, a Victor V, and four hundred-odd grand opera records, selected from the American and Italian Black Label and Red Seal lists.

"Grand opera records," said Mr. Pearce, "have many advantages over attending the opera. The comfort, convenience and pleasure of calling upon your favorite performers at will to render their best efforts is the boon supplied by this most marvelous of inventions, and there is no danger of a surfeit to those who confine their attention to the best grade of selections.

"It is questionable if some of the mechanical defects will ever be entirely eliminated, but there will continue to be improvement. In tone alone such advancement has been made within the last year that quality practically true to life has been attained. But we may hope for smoother records and more quiet and even-running motors. One striking fact is that reproduced music requires the highest standard of performance. Any flaws in the work of the artist show so plainly that the result is only the best work of the artist is worthy of reproduction. The record, therefore, does better than the artist who made it can do at the average performance. And the auditor can enjoy a better balance of voice and orchestra than is afforded from the seats of the theater. The talking machine is proving of great advantage to the world of music in awakening popular interest and raising the standard of popular appreciation. I often am amused by those who assert they do not enjoy singing in Italian, because they do not understand the words, yet these objectors seem perfectly happy when they hear the same selection played by a band! A wider acquaintance with good music places mere words further in the background. Performances in grand opera supply action as well as words, and after the music, action is the more important. In it lies the greater interest and appeal. The fact is that few public singers enunciate so clearly that their English can be understood, so those who want words should be prepared not to expect them from the average singer. That words are of minor importance is further shown by the fact that large choruses rarely make known the words they are using, and in such numbers as the "Rigoletto" quartet, where all the singers are uttering entirely different words at one and the same time, of course it is impossible to distinguish them. It simply is

not expected. Conservatism among teachers has retarded the use of the talking machine as an aid, but it can be employed to great advantage in musical education and there will be a great increase in its use in that direction."

The World representative came upon a talking machine one day bearing this label: "The Graphophone. Cleveland Graphophone Co., 227-229 Sheriff street, Cleveland, O." As the fact that a talking machine manufacturing company had ever existed in this city was a revelation to him, he started a historical inquiry. After numerous inquiries he found a person who knew all about it. "The Cleveland Graphophone Co.," said G. J. Probeck, "was started some thirteen years ago by L. C. Goldbach and I. We originally started at 227 Sheriff street, opposite the old market house, in a butcher shop supply house. There were bolognas on one side of the store and talking machines on the other. On account of the lack of space we kept all our records in display coolers belonging to the supply house, which gave customers the idea that records had to be kept in cold storage. They thought every record was a hot one.

"We didn't manufacture machines. The inscription you mention as having seen on a machine was our label put on a graphophone. In the basement, however, we had a piano and other instruments, and made all kinds of master records while customers stood around waiting for them to be taken out of the fire. Things were crude in those days, but we did a very nice, profitable business there, and soon moved to more commodious quarters at 19 Euclid avenue. Shortly after the partnership was dissolved and I continued the business successfully until 1903, when the Columbia Co. bought me out and established a store at 1955 Erie street, where it remained under my management until 1907, and was then moved to the present quarters, 420 Prospect avenue. In November of the same year the business was again transferred to the G. J. Probeck Co. Thus, you see, from a little acorn a great oak has grown."

H. N. McMenimen, the general sales manager of Sheip & Vandegrift, manufacturers of the Music Master wood horns, was booking orders in the city August 8.

The U.S. Phonograph Co. report that their new line of phonographs and Everlasting records are making good with the trade, fully in accordance with their expectations. During the past month the company have sent many U-S machines to dealers on trial, together with a list of sample records, and the expressions of

opinion on the part of those who have received them are extremely gratifying. The U-S people adopt this trial method of introducing their goods because, they say, their faith is strong that the goods will bear the test of comparison, and the dealer who actually sees and hears the U-S machine play will know what he is getting. He can test it out to his own satisfaction, both on Everlasting and on wax records. Thus he runs no risk, for if he does not care to handle the U-S line he may return the company's outfit at their expense. He is given the option of retaining the outfit sent him, however, at the regular discount. The management state that trial orders have been received from all parts of the country, ranging from New England to California, and from Canada to the Gulf States. It is understood that plans are made for an extensive advertising campaign to phonograph users and prospective users, and the directors of the company assert that everything possible will be done to give their product its due prominence in the field.

"There is a steadily increasing demand for double-disc and Columbia two and four-minute Indestructible records," said A. W. Robertson, of the G. J. Probeck Co. "The summer season is bringing its usual demand for the lighter selections, and dance music is being called for a great deal. The graphophone, with its increasing possibilities of out-of-doors usefulness, is responsible for this. The general public is fast realizing that the graphophone is no longer an exclusive indoor form of entertainment. Grafonola prospects are springing up constantly and many kind things are being said about the new type Columbia 'Mignon.' Naturally the higher-priced machines do not move as rapidly as the popular priced, but judging from the number of inquiries we have had within the last month or so there will be a brisk movement this fall."

Mr. Towell, of the Eclipse Musical Co., says that considering the season of the year and the warm weather conditions, trade is fairly good. "Machines are moving slowly," he said, "but the record trade is very good. On the whole business is satisfactory, and I anticipate a bumper fall trade."

In talking machines, W. H. Buescher & Sons say that their sales in July were mostly Victrolas, with the usual complement of high-class records. Call for the cheaper grade machines was said to be light and the record trade very good.

(Continued on page 14.)

Purchase Quality Needles

BURCHARD needles naturally cost more than needles of an inferior quality, but they have advantages which will be plain to all.



They move noiselessly over the disc and each needle can be used at least six times. You can get more out of BURCHARD needles than any other on the market. Send for a sample order of these needles and you will use no others.

MANUFACTURED IN THREE STYLES



No. 1. For Soft Playing

No. 2. For Loud Playing



No. 3. For Strong Tone Music

Write for samples. We are prepared to arrange for sole sales agency in the United States. Write

F. R. REINGRUBER, SCHWABACH, BAVARIA, GERMANY



What the Trade U-S Combination Phonograph

"Your Phonograph and Records have reached the Standard of Perfection"—that's what a large dealer in Michigan says. Read other extracts of what the trade in various sections of the country write us—they confirm all our claims and predictions made to you in previous announcements.

Notwithstanding the firm hold others have for years had upon the trade, we have already convinced an astonishingly large number **BY PROOF** that our Phonographs and Records are the best in every respect and are already receiving the recognition they deserve.

For fear you may not have read fully our previous announcements we briefly enumerate the exclusive features and principles which place the superiority of the U. S. line beyond all question. The Master Points of argument are *Convenience of Operation—Quality of Tone Production—Indestructibility of Records.*

Convenience of Operation—Our Phonographs are all equipped with an Automatic Change Reproducer Carriage, automatically and instantly adjusting the machine to either a two or four minute record by simply a twist of a shift key. No other phonograph has this improvement. The Motor is of an entirely new type—simple, long running, of unusual power, and offering the closest approach to absolute noiselessness yet reached in phonograph construction.

Quality of Tone Production—The mandrel is fitted with a pulley balance wheel—*positively the only means of insuring a reproduction true to pitch.* The diaphragm is much larger than in ordinary phonographs and is made of an unusually sensitive material, giving it marked superiority in bringing out fine music detail. The Reproducer has a non-wearing sapphire point which is so carefully fitted to the sound groove of the record as to do away with that harsh, scraping, rasping sound.

MICHIGAN

"The records are an impossible brilliancy and superior to anything heard, and as wax records their merits.

VIRGINIA

"There is a new territory

NEW YORK

"Received your phonograph and am very pleased. I can count on the records with effort at all.

INDIANA

"I believe that your sale and beat

IOWA

"It appears to be a position."

MICHIGAN

"You have given me, your phonograph, reached the standard.

PENNSYLVANIA

"I have constant

MASSACHUSETTS

"Your phonograph is any on the market."

NEBRASKA

"We are in receipt and have tested up to all the credit in your behalf. We bring the greatest machine and in

WEST VIRGINIA

"Records received and pleased would. They are far superior to cylinder records and have had experience in the market."

ILLINOIS

"The construction of the volume and superior to any other records."

U-S Phonograph Co., C



Two and Four-Minute Records

Says About the U-S Everlasting Records

Indestructibility of Records—They are not made of wax—they are composed of a “can’t-wear-out” surface mounted on a “can’t-be-broken” cylinder base, making a record that is absolutely everlasting—that’s why it is so named. U-S Records are positively proof against scratching, also against cracking by extreme heat or cold—against damage from careless handling or dropping and against injury by unlimited playing. And above all, U-S Records have that rich, brilliant, life-like tone never before attained in phonograph records.

The indestructibility emphasizes another advantage of U-S Records in that they may be sent by mail without fear of damage; this opens a large field for progressive dealers and also saves expense of breakage in transmission, which has always been quite heavy with other records.

A Rare Business Opportunity—In laying the U-S Phonograph and Record proposition before you we are not unmindful of the fact that it will take Money, Perseverance and Publicity to accomplish all we have set out to do. *We have an abundance of capital; we have unlimited perseverance; and we will soon inaugurate one of the most stupendous selling campaigns any firm has ever attempted.* We will win out. You better be with us. It isn’t our policy to surround you with any *unreasonable restrictions*. Our aim is to make the U-S line more profitable to you every year, for our profits depend upon your profits. Place competing goods *right beside ours*, then play the U-S in comparison—we will gladly abide by the result.

The U-S line of machines is complete enough to meet all needs and all purses. Every machine is the handiwork of the most skilled mechanics and cabinet makers in the business.

Write today for full particulars about our unusual special offer, prices, etc., which all spell **BIGGER PROFITS TO YOU**. Be the first in your territory—fill out attached coupon, detach and forward to us by next mail.

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

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

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Address
City
State

Cleveland, O., U. S. A.

...rfectly satisfactory,
...a wax record. For
...of tone they are far
...of any make I ever
...stock of over 1,000
...to be able to judge
...wax records for me."

...your instrument in

...Model and records
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...he records is superb,
...eing, in our opinion,
...the way of cylinder

Columbia Indestructible Records not only meet but create a demand for both 2-minute and 4-minute cylinder records. It ought to take you about 2 minutes to realize that and 4 minutes to act on it.



Columbia Phonograph Co., Tribune Building, New York.

(Continued from page 11.)

The new twelve-story annex of the May Co. is nearing completion. When it is ready larger and more desirable quarters will be allotted the talking machine and piano departments. "Our July sales were good," said Mr. Tinker, "and were distinctly of Victorolas and high-grade machines. In records, Red Seals and Amberolas were the leaders, but sales of the cheaper grades were good. There is a fair demand for cabinets. August trade has opened up auspiciously and prospects are encouraging."

Business during July at the store of Charles I. Davis is said to have been exceptionally good, especially in the Amberola line. The Amberola attachment proposition is proving eminently successful, said Mr. Davis.

The Bailey Co. report that their talking machine and piano business for July was very satisfactory. "Trade is improving," said Mr. Friedlander, "especially in the higher-priced machines, which are selling well. The demand for Red Seal records is fine and the cheaper grades are selling well. Increasing inquiries indicate a good fall trade."

August business was reported to have started out briskly at McMillin's, with good sales of Victorolas and the higher-priced Edison machines. The record trade was also said to be excellent, especially the foreign lists. The house is doing a prosperous piano business.

R. L. Robbins, of Robbins & Co., says that the volume of their business for July was largely in excess of that for June, and that August promises still further improvement. He states that demand for both Victor and Edison machines and records, covering all grades and prices, is good.

A very simple, effective and cheap device is an Automatic Stop for disc talking machines, known as the Hays stop, which the Cleveland inventor is about to place on the market. He has spent over two years perfecting the device, and in the next issue of *The World* will offer it to the trade.

Collister & Sayle state that business in talking machines and records is quiet in both retail and wholesale departments. The Talking Machine Store reports a fair record trade, but slow sales of machines. John Reiling, of the West Side Columbia store, is doing well, daily increasing his list of patrons of foreign records.

WHERE PERSISTENCE WINS.

How One Dealer Made Big Sale Through Manufacturer's Persistent Follow-up System—An Interesting Story with a Moral.

Early last May we received an inquiry from a prospective customer living in an obscure corner of the great Mojave desert, eight miles from the nearest place of human habitation, in which he inquired the price of various types of Edison phonographs and records. Replying at once, we sent him a phonograph booklet and complete catalogs of Edison records, and referred him to the nearest Edison dealer for the consummation of the sale. At the same time we acquainted

the dealer with the facts of the case, requesting him to follow it up and advise us of result. A month passed and not hearing from the dealer, we again wrote and elicited the information that the sale had not been effected. The dealer had written once, and not receiving a reply, took it for granted that the prospective customer had given up the idea and therefore considered the incident closed, the Edison Phonograph Monthly relates.

Did we lose further interest in the matter? By no means; we never do that. We took up the subject again with the prospective customer, learned that he was still in a receptive mood, although obliged to temporarily postpone the contemplated purchase. At his request we referred him to another dealer, as he expressed an un-

is made, the public promptly loses interest in the dealer.

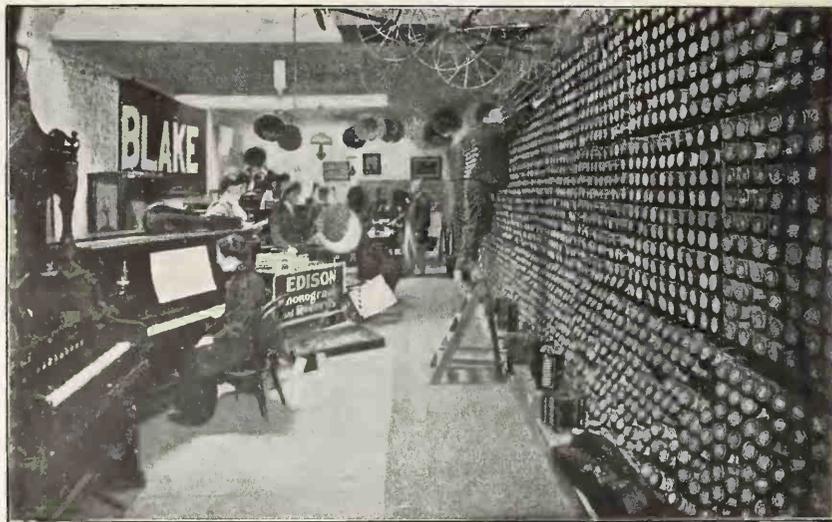
THE PHONOGRAPH IN AUSTRALIA.

P. W. Blake of Albany, N. S. W., Building Up a Good Business with the Edison Line Situated in a Growing and Prosperous Section.

(Special to *The Talking Machine World*.)

Albany, Australia, June 30, 1910.

One of the enterprising dealers in this thriving section of New South Wales is P. W. Blake, who is making a specialty of Edison phonographs and records and building up an excellent trade in these specialties. Albany, which is on the Murray River, has a population of about seven thou-



INTERIOR OF BLAKE'S STORE AT ALBANY, AUSTRALIA.

willingness to do business with dealer No. 1, whose stock of records, he said, would not offer the choice he desired, and he wished to make the purchase without further delay. We did so and shortly received the thanks of dealer No. 2 for an order of a Home phonograph and Edison records to the total value of \$80.20, with the assurance that "further inquiries of like nature would receive prompt and energetic attention."

That's the story; what's the moral? There are two. First is that persistence wins in the long run—all that is necessary is patience. Had we been as easily discouraged as the dealer—had we not put our "follow-up" system into operation, a nice sale and a good customer would have been lost. Had dealer No. 1 followed up his man as we did, instead of dismissing the subject after a single inquiry, he would have eventually won out—if he had kept up his stock, which he didn't. That's moral number two.

No dealer who allows his stock to dwindle can expect to do business successfully in these days of up-to-date methods. It doesn't take the public long to discover the fact that a dealer is losing interest in his business, and when the discovery

is made and is a large pastoral and agricultural district. Crops and prices have been good, with the result that people of this district are spending more money for luxuries of all kinds, and as a result Mr. Blake is selling many Edison machines, which are greatly in favor here. In fact, throughout this part of Australia the name of Edison is much esteemed and is as much spoken about as in New York. In addition to the talking machine line Mr. Blake controls a very large circulating library, so that this brings him in contact with the very best people.

Good salesmen realize that advice to the customer is a superfluity. Ninety-nine times out of a hundred people don't take it.

The dirty store makes no friends on account of its dirt. It even lowers itself in its owner's respect. None but the clean deserve the trade.

Statistics and experiments prove that weariness increases the liability to carelessness about 700 per cent. It is better to send tired employes home than to allow them to stand behind the counter.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN LONDON.

Steady Improvement Noted in Trade Conditions Throughout the Kingdom—Some of the Reasons Assigned—Further Developments in Case of Gramophone Name—Gramophone Co. Announce That They Will Appeal—To Improve Trade Methods—What Japan's New Tariff Means—To Amend Copyright Laws—Some of the Clauses Agreed Upon—New Companies—What Is Offered in the Various New Record Lists—Columbia Manager Home from States—"The Cinch" Creates Interest—Stroh Violins Used Extensively—Some Recent Visitors of Prominence—Gramophone Co. Agents Meet—To Amend Merchandise Marks Act—Other News.

(Special to The Talking Machine World.)

London, Eng., Aug. 6, 1910.

At this time of the year talking machine and record sales are seldom sufficiently strong to boast about, and although to-day things are not booming, it is particularly gratifying to follow the steady improvement in conditions of trade throughout the kingdom. The London factors and manufacturers tell me that despite the usual disturbance of business which generally follows in the train of extensive litigation, such as we have experienced of late, the substantial amount of business now being done and the amount of advance orders in hand for next season are beyond all expectations. Quite a note of prosperity seems to pervade many of the reports to hand. The stability of the labor markets and the healthy condition of our large industries are no doubt exercising a very beneficial effect on musical instrument sales. And in addition to this the forces of nature are lending a helpful hand, for contrary to the extreme heat prevailing on your side, we have experienced quite a chilly time this last month or so.

A subject of general agreement is the noticeable demand for instruments of good quality, and I do not think my statement will be questioned that the coming season's trade will be largely confined to this class of product. I believe the future progress of the industry must to a great extent be dependent upon the elimination of the cheap and unreliable instrument from the catalogs of certain continental manufacturers, who themselves are slowly but surely recognizing this fact.

Litigation Causes Confusion.

Although trade has been in nowise affected by the recent litigation, a certain amount of confusion seems to exist as to the exact position of affairs. It should be clearly understood that the Gramophone Co. do not accept Justice Parker's ruling that the word "gramophone" is a generic term, neither do they accept Justice Warrington's decision in regard to the invalidity of their tone-arm patent. Appeals have been lodged against both judgments, and pending the verdict of the Court of Appeal, it is my opinion that the matter should be treated as *sub judice*.

The Gramophone Trade-Mark Case.

It would be too lengthy to give the full judgment in the above action, but a short digest will be of interest to my readers. In the course of his remarks His Lordship observed that he was satisfied that while in the trade the word "Gramophone" denoted a machine manufactured by the Gramophone Co., to the general public it represented a disc record machine, as opposed to a phonograph, and did not connote the source of manufacture. What he had to decide was as to whether in these circumstances the word ought to be admitted to registration as a word adapted to distinguish the machines of the Gramophone Co. from those of rival manufacturers. He could not say that the word in itself was more adapted to distinguish the goods of one maker any more than the word "matches" would distinguish the matches of one manufacturer from those of another. In his opinion the name by which an article was popularly known ought not to be admitted to registration in respect of a particular make. The application would accordingly be dismissed with costs. As will be seen by the following letter addressed to the trade, the Gramophone Co. intend to appeal against Justice Parker's decision and in the meantime will protect their dealers.

A Gramophone Co. Letter.

In regard to the decision the Gramophone Co. have issued the following letter to the trade:

"The Gramophone Co. have for many years, and up to the present time, used the word 'Gramophone' to designate its product in the belief that this word (which its predecessors in business had invented, and which no other manufacturer has ever used) rightfully belonged to it.

"After the passing of the last Trade-Marks Act this company applied for the registration of the word as a trade-mark. The registrar referred the application to the courts.

"Justice Parker delivered judgment last week, refusing our application. There is, of course, an appeal from this judgment to the Court of Appeal, of which we are availing ourselves.

"In the meantime we wish to inform dealers that should any competitors apply the word 'Gramophone' to any instruments not manufactured by the Gramophone Co., Ltd., and thereby take advantage of a decision which is under review, and incur the risks involved, any confusion in the minds of the purchasing public can, by care on the part of our dealers, be minimized, as our machines and records all bear our well-known trade-mark 'His Master's Voice.' Further, it is clearly stated that our instruments and records are the manufacture of 'The Gramophone Co., Ltd.,' a title by which no one but this company can ever designate themselves.

"These two important facts cannot be too prominently advertised to our accredited dealers, who alone can style themselves 'accredited dealers to the Gramophone Co., Ltd.,' and who by so doing will to a large extent protect themselves pending a further decision."

To Eliminate Trade Evils.

The recent meeting of Gramophone agents to discuss certain trading conditions is an impor-

tant step toward the reform of many existing trade evils. The elasticity of discounts has been a great barrier to the maintenance of prices. The Gramophone agents and factors have now agreed to a uniform discount of not more than 2½ per cent. and to abolish the "sale or return" method of trading. The rigid acceptance of these two worthy principles can have only a beneficial effect in maintaining stability of trade and greater confidence all round.

New Japanese Tariff.

Japan's new tariff, which comes into force on July 1 next, will, it is estimated, mean the exclusion of thousands of pounds' worth of European goods, such as talking machines, pianos, etc., now exported to Japan. The average of the new duties on British goods is an advance of about two-thirds upon existing rates. The decreases of duty affect such manufactures as Japan does not yet make for herself, but all those industries which Japan has developed or expects to develop will be adversely affected. The new tariff will be based upon specific rates subject to six months' notice of any alteration.

Bill to Amend Copyright Laws.

The president of the Board of Trade has now introduced before Parliament an important bill to amend and consolidate the laws of copyright. Substantially the object of the measure is to carry out the recommendations of the committee, presided over by Lord Gorell, which lately examined the points in which the Revised International Copyright convention, signed at Berlin in November, 1908, is not in accordance with the law of the United Kingdom, and considered whether that law should be altered so as to enable his majesty's government to give effect to the revised convention. To some extent the recommendations of the committee have been modified by a conference which has recently been held between the government and representatives of the colonies for the purpose of considering copyright law, not only from the point of view of the dominions, but also from the imperial standpoint. The hope entertained was that there might be a general agreement on copyright throughout the empire. If there should be a substantial amount of agreement the measure might be passed at the autumn session.

Delegates from Great Britain, Germany, France, Italy, Spain, Belgium, Denmark, Japan,

The STROH VIOLIN

A new instrument possessing a VIOLIN quality of tone of great beauty and remarkable power.



The "Stroh" is constructed largely of aluminum but the absence of any metallic quality of tone is another notable feature.

All interested should write for an illustrated booklet to the Sole Makers.

GEO. EVANS & CO. 94 Albany St. London, Eng.

OR in U. S. A. to their sole representatives

OLIVER DITSON CO.
150 Tremont Street BOSTON
NEW YORK and PHILADELPHIA

Foreign Patent Rights Offered

A new talking machine attachment, a perfect Sound-board scientifically designed in accordance with recognized acoustic principles. Entirely replaces the horn and is now meeting with pronounced success in the United States. European patents for sale, or will be operated in conjunction with responsible parties.

For illustrations, descriptions and full information, address

L. P. Valiquet

25 N. 16th Street, EAST ORANGE, N. J.

FROM OUR LONDON HEADQUARTERS—(Continued.)

Norway, Sweden, Switzerland, Luxemburg, Liberia, Monaco and Tunis were in entire agreement that authors of musical works shall have the exclusive right of authorizing:

1. The adaptation of those works to instruments which can produce them mechanically.

2. The public performance of such works by means of these instruments.

International uniformity of protection of musical works during the life of the author and 50 years after is another pertinent recommendation. Clause 10 provides that existing works in which copyright actually subsists at the commencement of the act (but no others) should enjoy, subject to existing rights, the same protection as future works, but for the benefit of any extension of terms should belong to the author of the work, subject to reservations where he has assigned his existing rights. Clause 11 provides for stopping the importation of pirated copies of a copyright work into any part of his majesty's dominions to which the imperial act extends.

New Companies.

The Phonofilm Co., Ltd.: capital, £10,000; manufacturers of and dealers in records and carriers for use in talking machines. Registered office, Gloucester Mansions, Cambridge Circus, London.

Victorphone, Ltd.; shop fittings and talking machine manufacturers; capital, £2,000. Office, Victoria Works, County street, Leeds.

An Excellent Edison Record List.

The advance list of Edison records for September contains some fine titles by such artists as Vesta Tilley, Maurice Farkoa, Alexander Prince, Peter Dawson, etc. Amberol—"Di Ballo Overture" (Sullivan), National Military Band; "I Like You in Velvet" (Rubens), Maurice Farkoa; "One, Two, Three, Four, Five" (Osborne), George Formby; "The Kerry Dance" (Molloy), Miss Amy Evans; "March aux Flambeaux" (Clarke), concertina solo, Alexander Prince;

"Thora" (Adams), Peter Dawson; "Flanagan" (Murphy and Letters), Miss Florrie Ford; "Shirts" (Murphy and Lipton), Arthur Osmond; "One of the Midnight Sons" (David and Lyle), Miss Vesta Tilley; "Lucia di Lammermoor," selection (Donizetti), National Military Band; "Killarney" (Balfe), Miss Marie Narelle; "You'll Never Find Another Love Like Mine" (Solman), Manuel Romain; "Irish and Scotch Melodies—Fantasia" (xylophone solo), Charles Daab; "Hiding in Thee" (Sankey), Anthony and Harrison; "Rescued from the Flames," Len Spencer and company; "Southern Dream Patrol." New York Military Band; "One Sweetly Solemn Thought" (Ambrose and Bartlett), Knickerbocker Quartet; "If Dreams Are True" (T. Taylor), Will Oakland; "Carry Me Back to Old Virginia" (James A. Bland), Premier Quartet; and "Over the Waves Waltz" (Roses), New York Military Band. Amberol grand opera records—"La Veritable Manola" (Emile Bourgeois) (Spanish song sung in French), Blanche Arral; "La Favorita—O Mia Fernando" (Donizetti) (sung in Italian), Marie Delna; "Faust—Air des Bijoux" (Gounod) (sung in French), Marguerita Sylva; and "Andrea Chenier"—monolog (Giordano) (sung in Italian), Giovanni Polese. Standard records—"The British Bugler's March" (Parkes), National Military Band; "Shadowland" (Noel Johnson), Peter Dawson; "De'il Among the Tailors" (traditional), accordion solo, Peter Wyper; "Bradshaw on the Brain" (Wells), Miss Florrie Ford; "Off in the Stilly Night" (Stevenson), Ernest Pike; "Oh! Oh! the Picture Show" (Scott), Stanley Kirkby; "Prisoner at the Bar" (David and Leighton), Arthur Osmond; "Love and Life in Vienna Waltz" (Karl Komzak), Alexander Prince; "Scotch and Polly" (Maurice Shapiro), Jack Lorimer; "Tolledo" (Spanish Troop (Ord Hume), National Military Band; "Emperor's Manoeuvre March" (C. Friedman), United States Military Band; "L'Encore" (Victor Herbert), Victor Herbert's

Orchestra; "Pal of Mine" (J. S. Nathan), Manuel Romain; "German Waltz Medley" (accordion solo), John Kimble; "You Can't Make Me Stop Loving You" (Kerry Mills, Will Oakland); "Only a Beam of Sunshine" (John R. Sweney), Anthony and Harrison; "The Lady Bug's Review" (Neil Moret), American Standard Orchestra; and "The Smiler Rag" (Percy Wenrich), New York Military Band.

Louis Sterling Returns from the States.

After being away a little over four weeks, Louis Sterling, British manager of the Columbia Co., arrived home July 23 from the States, where from all accounts he experienced a warm time. In the course of a short chat Mr. Sterling said: "Owing to the extreme heat I had to forego many visits I wanted to make, but for all that I managed to look up quite a number of trade friends. My visit to Columbia headquarters at Bridgeport was most interesting. Despite the fact of my close acquaintance with the trade on both sides, the Bridgeport factory was a revelation. It is the finest factory of its kind I have ever been into, and its size was really astonishing. Talking machine business in the States is simply terrific compared to what is done here, and more pertinent still is the fact that sales of the higher-priced machines are developing all the time. Yes, it was a pleasant change to revisit the birthplace of this industry, and altogether I had a really enjoyable holiday."

The Cinch.

That mysterious announcement, "Look out for the coming of the Cinch," which, as reported in last issue, created an amount of interest seldom met with among talking machine men, has now taken such definite shape that my readers may no longer be kept out of the secret. Zonophone dealers especially will welcome the "Cinch"—a new horn machine, described by the company in these words: "Though by far the most compact interior horn machine on the market, the volume of tone is equal to that of the largest horn ma-

ROYAL APPRECIATION

of the

GRAMOPHONE



To H. M. the KING OF ITALY

BY APPOINTMENT
To H. M. the QUEEN MOTHERTo T. M. the KING and
QUEEN OF SPAIN

HIS MASTER'S VOICE



To H. H. the KHEDIVE OF EGYPT



To H. M. the SHAH OF PERSIA

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21 CITY ROAD,
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GERMANY . . Deutsche Grammophon-Aktien Gesellschaft, 36 Ritterstrasse, Berlin
ITALY . . . Compagnia Italiana del Grammofono, Via S. Prospero 5, Milan
EGYPT . . . The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria
SCANDINAVIA . . Skandinavisk Grammophon Aktieselskab, Frihavnen, Copenhagen
Appelbergsgatan 52, Stockholm

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

FROM OUR LONDON HEADQUARTERS—(Continued.)

chines. By its combination of scientifically constructed interior and sound developing screen a remarkable volume of tone is gained, but not at the expense of true reproduction. It is fitted with the new Zonophone sound box and powerful direct drive motor. The 'Cinch' embodies two original features of high importance. A larger resonating chamber than is found in others of its class is obtained by the use of a hollow bracket, through which the sound is carried from the tone arm direct into a radiating aperture extending right to the front of the cabinet. Another ingenious device is the sound-developing screen fixed over the mouth of the resonating chamber. This screen is made of metal, taking a form of construction something after the style of a Venetian blind—the bars being concave. Selling at £2 12s. 6d. retail, the 'Cinch' is indeed a temptation of price and quality combined."

Success of the Stroh Violin.

The beautiful effects obtained from the Stroh violin for recording and other purposes place it unquestionably in the foremost rank of stringed instruments, and indeed experts agree that the Stroh in tonal quality is superior to any other type of fiddle. It is a recognition that is becoming universal. With an increasing demand from all parts of the world, a splendid opportunity presents itself to first-class musical instrument houses desirous of a profitable agency. Geo. Evans & Co. are open for application to this end, but not from the United States, since they are ably represented there by the Oliver Ditson Co., of 150 Tremont street, Boston, and of New York and Philadelphia.

The Ideal List Competition.

Those of our readers interested in the above will be glad to learn that the Gramophone Co. are now busy recording the winning lists of chosen titles, and competitors may expect an announcement as to their issue in the near future. Some delay has been quite unavoidable, owing to the absence of some of the chosen artists in foreign countries. Mr. Evan Williams, for instance, figures so high in the estimation of competitors, that in order to record their choice of titles, he recently made a special journey from the States, to which country he has now returned. Herr Wilhelm Backhaus, Miss Agnes Nichols and Marie Hall have been abroad, too, but their contributions to the Ideal List of Gramophone records will shortly be available, as also will those of the New Symphony Orchestra. We shall await the Ideal List with much interest, for it's to contain some gems.

Other Gramophone News

covers the important announcement that four new titles by Madame Melba have been issued. They have been made under the new Gramophone recording process, and are therefore perfect specimens of the recording art. Owing to her extensive Colonial tour, it is upwards of two years since any Melba records were issued.

That span of time is now bridged by the present issue, which have met with an enormous reception. The usual monthly list to hand contains titles well up to the Gramophone standard of quality, one point in particular—that of surface—showing a marked improvement. The titles are as follows: "Marche Hongroise (Berlioz)," "Fifinette Intermezzo" (Fletcher) and "Merry Wives of Windsor" overture (Nicolai), by the Band of H. M. Coldstream Guards. "H. I. M. The Sultan of Turkey" (march), Black Diamonds Band; "Chanson Bohemienne," waltz (J. B. Boldi) and "Topeka," two-step, by It's Orchestra; (a) "The Night Has a Thousand Eyes" (Frank Lambert), (b) "Across the Blue Sea" (Lord Henry Somerset), Mr. John Harrison; "Spirit So Fair" ("Favorita") (Donizetti), Mr. Evan Williams; "The Dear Little Shamrock" (Jackson), Mr. John McCormack; "Down Among the Dead Men" (Phipps), Mr. Robert Radford; "Onaway, Awake!" (Cowen), Mr. Harry Dearth; "I Know a Bank Whereon the Wild Thyme Blows" (C. Horn), Miss Allen and Miss Thornton; "I've Got Rings on My Fingers" (Maurice Scott) and "Chanticleer" (Theo. Morse), Mr. Harry Carlton; "Le Dernier Sommeil de la Vierge" (Massenet) (cello), Mr. Jacques Renard; "Bohemian Dance" (A. Ranegger, Jr.) (violin), Mr. Francis Macmillan, and a unique bird record, made by a captive nightingale. Also three by Miss Phyllis Dare, "Sleeping Car Song" ("The Girl in the Train") (Leo Fall), "Bring Me a Rose" ("The Arcadians") (Monckton & Talbot) and "The Girl With the Brogue" ("The Arcadians").

Fine Columbia Rena Records.

For the first time in this country a manufacturer has ventured to issue a 12-inch double record of two seric-comic songs, namely, two of George Lashwood's current successes sung by George Lashwood himself on a fine Columbia Rena.

The redoubtable Wilkie Bard has caught the Russian craze badly, and has been telling his audiences of his love romance with little Olga Popoff in his "scngovitch," "You Are My Girl-sk!" Of course it is absurd—Bard's songs are—that's the beauty of them. Terry Dean emulates the Bard in Bardic vein in this big hit on Columbia Rena records.

With one accord the seaside vocalists, be they "Bones" Pierrets, or masked celebrities (ahem!), have seized upon the song, "Ship Ahoy," or "All the Nice Girls Love a Sailor," for a place in their repertoire. Generally the "nice boy" of the troupe regards it as his "plum." In the music-hall world the song is being prominently featured by such artists as Daisy James, Maud Esmond and May Mars and Miss Nina Wood on the Stoll tour and Josephine Crook. The Columbia Rena record of this song is going exceptionally strong in consequence, as with the record goes a printed copy of the words.

The August Zonophone List.

The August Zonophone list is about one of the best yet issued, and contains such gems as "O, Dry Those Tears," by Madame Edna Thornton; Pilgrims' chorus from "Tannhauser," by the Festival Chorus; "Crown of Gold," overture, by the Black Diamonds Band; "Narcissus," the Peerless Orchestra; "Come, Birdie, Come" (with flute and piano), by Madame Doering; "My Sweetheart When a Boy," Ernest Pike; "Flanagan," Miss Florrie Forde; "A Political Speech," by Mark Sheridan, and "An Egyptian Idyll" (ocarina solo), by Mons. Tappero.

Recent Visitors.

Mr. Eldredge R. Johnson, president of the Victor Talking Machine Co., Camden, N. J.; Mr. Paul Kretschmer and Mr. M. Strauss, of Carl Lindstrom L.

Important Trade Meeting.

July 21, at Manchester, and on the 25th, in London, the principal factors and Gramophone dealers met at the instance of the Gramophone Co. to discuss, among other things, certain matters bearing on trade discounts and dealers' contracts. Many questions of interest came under review, and from information received the company found itself the object of a very pleasing demonstration of loyalty on the part of their distributors. The meeting disbanded after having agreed that 2½ per cent. discount is to be the maximum allowance in the future, and with the exception of new records on a three-day approval basis, no records are to be sent out on sale or returned. The company took the opportunity of introducing their new Zonophone portable machine—the "Cinch" (a full description of which is given elsewhere in this issue), and high expressions of approval were general. Heavy orders were subsequently placed.

A Magnificent Odeon Record.

Music lovers will accord a hearty welcome to a recent Odeon issue of the famous "Miserere" from "Il Trovatore," duet, sung in English by Miss Jessie Reeves and Mr. Gwilyn Wigley. It is in all respects a magnificent record.

New Polyphon Records Ready.

By the time these lines appear it is expected that the first list of titles on the new Polyphon records will have been issued. Last month I reported the price of these 10-inch double discs at 2s. 6d. This has now been definitely fixed at the extraordinary figure of 2s! The Klingsor Works, by the way, now carry a full stock of Polyphon horn and hornless instruments of remarkable value, as well as a series of musical boxes, which it is the company's intention to shortly submit to the discrimination of Colonial and foreign traders.

Another Consolidation.

Following my report in these columns over two months ago of the amalgamation of the Beka and Fritz-Puppel concerns, announcement

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



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	} 20/- Sterling

FROM OUR LONDON HEADQUARTERS—(Continued)

is now made of the inclusion of yet another large corporation—Messrs. Carl Lindstrom, Ltd. Individually these firms carried on a successful trade, but as showing the increased value of combination, the company's shares now stand at over 200 per cent. above par.

Fine Selections in Rena Lists.

The current Rena lists contain many fine selections, notably, "The Palms" and that dramatic canto, "Ring Out, Wild Bells," from Tenyson's "In Memoriam." They are rendered by David Bispham on a 12-inch double disc. Mr. Strand Haxton is responsible for two delightful violin records, and the Columbia Co. draw special attention to a new waltz of a singularly charming character, called the "Queen Mary Waltz," played by the King's Military Band. Other good records to hand are: Twelve-inch—"There's Another Fellow Looks Like Me" (Fred Leigh) and "Send for a Policeman" (Fred Leigh), Mr. George Lashwood; "Casino Tange Waltz" (Gung'l) and "Pagliacci Selections" (Leoncavallo), Court Symphony Orchestra. Ten-inch—"In the Woods Waltz" (Kanlick) and "Queen Mary Waltz," King's Military Band; "London Pride March" (G. W. Smith) and "Midnight Parade March" (Trespaille), King's Military Band; "I've Got Harry Lauder on the Brain" (J. A. Glover-Kind) and "Bertie & Bertie" (J. A. Glover-Kind), Arthur Leslie; "Underneath the Monkey Moon" (Meyer) and "Cubanola Glide" (H. Von Tilzer), duets by Collins & Harlan; "Fraidy Cat" (Grey Elliott), Miss Ada Jones; "I'm Glad I'm a Boy" (Bayes & Norworth), duet by Ada Jones and Herbert Scott; "The Vicar of Bray" (old English) and "A Jovial Monk" (Audran), Robert Howe; "I Met Mary Ellen at the Isle o' Man" (Bennett Scott) and "Hi! Hi! Hi! Mr. McKil" (C. W. Murphy), Miss Molly Gray; "Flanagan" (C. W. Murphy) and "Top o' the Mornin', Bridget McCue" (H. Von Tilzer), Harry Fay, and "Father Tried It On" and "Every Day in the

Week" (George Tornby), Arthur Peel.

To Amend Merchandise Marks Act.

A Government Bill to amend the Merchandise Marks Act is about to be introduced in Parliament. It will enable the Commissioners of Customs to deal with the fraudulent use of British trade-marks by foreigners sending goods to the United Kingdom. The single operative clause is in the following terms: "1. Where any goods which, if sold, would be liable to forfeiture under the Merchandise Marks Act, 1887, are imported into the United Kingdom, and the goods bear any name or trade-mark being or purporting to be the name or trade-mark of any manufacturer, dealer or trader in the United Kingdom, and the Commissioners of Customs and Excise are, upon representations made to them, satisfied that the use of the name or trade-mark is fraudulent, the proper officer of customs and excise may require the importer of the goods, or his agent, to produce any documents in his possession relating to the goods, and to furnish information as to the name and address of the person by whom the goods were consigned to the United Kingdom, and the name and address of the person to whom the goods were sent in the United Kingdom; and if the importer or his agent fails within fourteen days to comply with any such requirement, he shall for each offense forfeit the sum of one hundred pounds.

"2. Any information obtained from the importer of the goods or his agent under this section, or from any other source, may be communicated by the commissioners to any person whose name or trade-mark is alleged to have been used or infringed.

"3. This section shall have effect as if it were part of section 16 of the Merchandise Marks Act, 1887."

Cuckoo Song for Motors.

The unification of motor horns, a subject recently under discussion by the Coventry Chamber of Commerce, has elicited some amusing

ideas. One correspondent says he has thought of an excellent combination of two notes, tuneful and cheap, and a melody, he believes, pleasing to most people. He would emulate the notes of a cuckoo! Another declares "the unification of motor warning sounds will be of little advantage. Stop them altogether is the only remedy, for it's a monstrous thing that they have been allowed to bully, browbeat and terrorize millions of us, not only by day, but by night."

New Beka Exchange Proposition.

The Beka Record Co. have just initiated a timely scheme for dealers to unload their old stock of records on an exchange basis. Any record other than Columbia, Rena or Imperial will be accepted in exchange for one new Beka record free, providing two more are ordered at the same time. Returned records should be sent carriage paid and through factors only. Lasting during the month of August the Beka exchange proposition is introduced at the psychological moment, and will afford dealers an opportunity of commencing the season with up-to-date stock. Its value, too, is undoubtedly enhanced by the issue of a particularly fine list of titles for August, of which the following are good examples: "O Kloto San," "Japangto Intermezzo," "Amoureuse Waltz" and "The Druid's Prayer," waltz, all by the Beka London Orchestra; "The Anchor's Weighed" and "The Death of Nelson," by Phillip Ritte; "Little Pat" and "Heva-Heva-Ho," by Harry Thornton; "Sweet Caroline" and "When the Harvest Moon Is Shining," by James Hudson; and two good comics by Pete Brown, "I Wish I Lived Next Door to You" and "Anywhere Is All Right When You're Doing Well."

PROVINCIAL ITEMS.

Perhaps the most interesting report to hand from the country this month is that having reference to the Northern Gramophone Agents' meeting at the Midland Hotel, Manchester, July 21. Matters under discussion included consid-

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FROM OUR LONDON HEADQUARTERS—(Continued.)

eration of carriage costs, contracts, etc., and agreement was come to that any discount allowed in future is not to exceed 2½ per cent. over and above the usual trade terms, and excepting the first issue of new records, the "sale or return" method of business is now banned as being opposed to the best interests of trades generally. A first demonstration of the "Cinch" was given, and its many original features and all around excellence of quality evoked nothing but the highest praise, and of course big orders.

Messrs. J. E. Hough L. are to be congratulated upon having secured a diploma and gold medal at the Manchester Trade Exhibition. The jury made this high award after taking into consideration the general quality of the Edison-Bell products. Special mention, too, was made of the "Eureka" Home Recorder, recently introduced by J. E. Hough L.

In Manchester and Liverpool, indeed right throughout the great County of Lancashire, a general feeling of satisfaction is the outcome of the recent settlement in the cotton industry. Masters and men have established an agreement which insures peace and freedom from strikes for the next five years, at any rate. Musical instrument traders are naturally delighted with the turn of affairs, and look forward with more hope to an exceedingly bright season next. As a matter of fact, business up North is improving rapidly, and from present indications, the next few months will be quite free from any trouble to disturb the season's bright prospects.

In Yorkshire business maintains average proportions for the time of year, and from reports to hand, the Yorkshire factors are looking forward to good times ahead. Preparations for the season's trade are well under way, and big orders for machines have been placed with the London manufacturers. Zonophone, Twin and Beka discs are in good demand from Yorkshire dealers, and Edison goods are selling freely. The Victorphone Co., Ltd., is a new firm, with

works located at Leeds, recently registered with a capital of £2,000 to carry on the business of talking machine manufacturers.

Trade in and around Birmingham and other Midland towns is considered satisfactory, especially so in the goods of Columbia, Edison, and the Zonophone and Twin Companies. Jumbo, Odeon and Beka products are also in fair demand.

Cardiff way, talking machine traders are getting on the move, so to speak, and preparations are well advanced for the handling of big business after August. Tilley, the chief Welsh fac-

tor, is specializing upon Edison, Twin and Zonophone products, as usual. Other makers are now establishing wholesale agencies in Wales, and competition is expected to be very keen this coming season.

Trade in Scotland is expected to receive a great fillip when the new Edison Lauder selections are ready, and while at the present time talking machine sales are somewhat depressed, prospects of an early improvement would seem to be indicated by the satisfactory condition of the labor market, and the stability of business generally.

TEST VALIDITY OF TONE-ARM PATENT.

English Court Hands Down Judgment Against Gramophone Co., Ltd., in Their Action Against Otto Ruhl, Ltd., for Infringement of Tone-Arm Patent No. 8401 of 1903—The Courts' Decision in Full—Gramophone Co. Announce That They Will Take an Appeal.

(Special to The Talking Machine World.)
London, Eng., August 1, 1910.

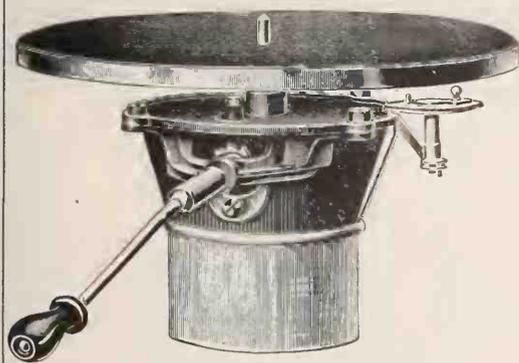
This was an action by the Gramophone Co., Ltd., against O. Ruhl, Ltd., of this city, and heard before Mr. Justice Warrington, July 13. Plaintiffs claimed that defendants had infringed their tone-arm patent No. 8401, of 1903. This was denied by defendants, who further pleaded that the patent in question had been anticipated by the Columbia Phonograph Co., and was therefore invalid. Plaintiffs were represented by Mr. Walter, K. C., and Mr. Hunter Gray; defendants, by Mr. Astbury, K. C.; Mr. Colefax, M. P., and Mr. Lange. The case naturally created intense interest amongst members of the trade, many of whom gave evidence for and against. After a lengthy hearing, His Lordship handed down judgment as follows:

This is an action for infringement of a patent, No. 8401, of the year 1903. It is entitled "Improvements in sound magnifying horns for phonographs and the like." The defendant denies infringement, and he also attacks the validity of the patent. I propose first to

deal with the question of infringement, and for that purpose the first question to be decided is what is the true meaning of the specification and the scope of the invention which the patentee says he has made.

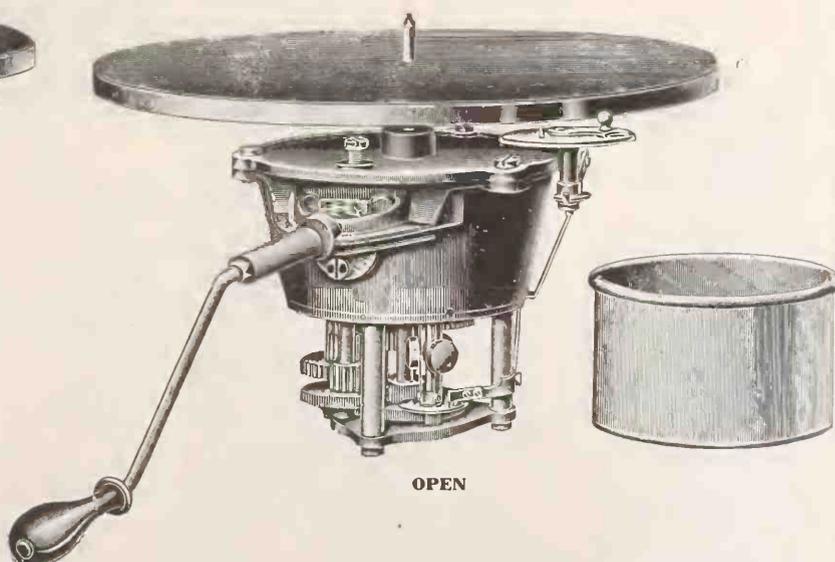
The invention relates to magnifying horns for phonographs and the like, and for the purpose of convenience I will consider it as applied to that particular form of sound-reproducing instrument which has been referred to here as a gramophone. In a gramophone the sound is reproduced by the traveling of a box containing a vibrating membrane over a circular disc in which are the grooves representing the grooves originally cut by the producing sound. The sound thus reproduced in the sound-box is conducted through a tube of some nature, generally ending, at all events, in a bell-shaped trumpet opening, by which the sound produced in the sound-box is amplified. The makers of this particular form of instrument had been somewhat embarrassed by the fact that the trumpet was a large and unwieldy instrument, and that even if it were so balanced that the weight did not fall upon the sound-box, yet the sound-box traveling round the disc had to disturb the inertia of this large and unwieldy thing. Accordingly the inventor of the present patent had, shortly before the date of this patent, invented a contrivance by which he separated what I will call the lower part of the amplifying horn from the upper part of it, leaving that

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FROM OUR LONDON HEADQUARTERS—(Continued).

upper part, the heavy and unwieldy thing to which I have alluded, supported separately on a bracket in such a way that the sound-box in traveling round the disc moved independently of that upper or trumpet portion. But in arriving at that result he had, until the date of the previous patent, broken off the horn proper at the bracket, and had connected the sound-box with the horn by means of a straight parallel-sided tube. That I think was the position so far as the present patentee was concerned at the time he took out this patent in question. It is important to state that, because that throws some light on what is the true construction of this specification itself.

Now I come to the construction of the specification, and my task in the present case is rendered considerably lighter than it usually is in these patent cases, because the construction of the specification has already been determined in the judgment of Mr. Justice Farwell and in the judgments in the Court of Appeal in the case of the Gramophone Co. v. Ullmann, which is reported in 23 Patent Cases, at pages 260 and 752. I propose, however, to state first, before I refer to any part of those judgments, how the construction of the specification strikes myself. In the first place, I read the first claim, what I may call the covering claim. This is an American specification, and, as we all know, the Americans in their specifications put in an enormous number of claims for all kinds of little details. But this begins with a claim which seems to me to cover that which the patentee says is his invention. It is in these terms: "What I claim is: (1) A tapering amplifying horn for talking machines, having joints in the tapering portion thereof, to allow a horizontal and vertical movement of the sound-box." He claims, therefore, a tapering amplifying horn with joints, allowing a horizontal and vertical movement. He says—"having joints in the upper portion." Strictly speaking, that expression is inaccurate, because the whole of the horn is a tapering contrivance; but it is pretty obvious, when you look at other parts of the specification, that what he is referring to there as the tapering portion is the portion nearer to the sound-box—that is, the lower portion. Having seen what he says he claims, let me look now at how in the body of the specification he refers to this thing that he claims. He says first of all: "The object of my invention is to provide an amplifying horn for talking machines of such a character"—now these next words are, it seems to me, of great importance—"that the same will have all the material advantages of a single horn connected directly to the sound-box without having the disadvantages thereof due to the large size and weight of the bell portion of the horn." That is what he is setting himself to get over, to get, first of all, a horn in the proper sense which will

not be interrupted but continue to the sound-box, and yet move so that the lower part which holds the sound-box will move independently of the upper and unwieldy part of it. Then he says what it consists in: "Broadly, my invention consists in constructing a curved tapered amplifying horn with joints such that the larger portion thereof may be adjustable on a fixed support"—that he had already done by his earlier patents—"while the small end thereof, or that upon which the sound-box is mounted is pivoted so as to swing horizontally, and also has a secondary joint which allows the sound-box to move vertically, to follow the irregularities of the record and also to allow of the needles being inserted and removed." Then again, after the detailed description, referring to the drawings attached to the specification, he says this: "By the construction above described, it will be seen that I have provided a very simple, efficient and attractive means for conducting the sound waves generated in the sound-box through the amplifying horn to any point desired. The fact that all portions of the conducting tube or horn are tapered allows the sound waves to advance with a regular and natural increase in their wave fronts in a manner similar to that of ordinary musical instruments, obviating the disadvantages due to long passages of small and practically constant diameter having abrupt turns." I think that the result of those passages which I have read, and of the form of the claim, is this: That the point of the invention consists in bringing the tapering horn down to the sound-box itself, at the same time preserving what he had already effected by his previous inventions, the advantage of relieving the tone-arm or lower end of the tapering horn from the weight of the trumpet and from the task of disturbing its inertia, and also giving to the sound-box end the power of moving vertically, so that it will follow the inequalities of the record and afford means of removing and inserting the needle. In my judgment, there is no real point in the specification in the double movement except this, that there shall be that double movement, and provided that that double movement is obtained without throwing the weight or the inertia of the trumpet upon the sound-box, it seems to me that the patentee himself has shown that it does not matter how that is obtained. It has been said that the patent is confined to a particular mode of obtaining that object, namely, by a pivot joint at the bracket end and by another joint in the course of that lowered tapered portion which has generally been referred to as the tone-arm. I can see nothing in the specification which imposes upon the patentee the necessity of limiting his claim to that particular form. If he leaves the tone-arm free to swing horizontally over the disc and at the same time free to be lifted vertically, he has done that which he says he has set himself to do, and that the

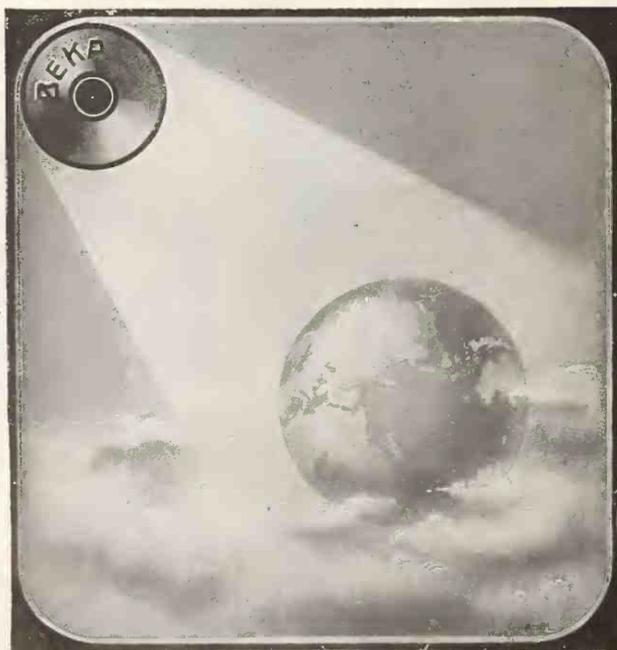
real point in the alleged invention, to which I have already referred, is the bringing the tapered tone-arm down to the sound-box without the disadvantage that had been previously felt of having to throw upon the sound-box the weight or the inertia of the horn. In my opinion, what I have thus said in my own words is really nothing more than has been said by Mr. Justice Farwell in this court and the Judges of the Court of Appeal in the previous case of the Gramophone Co. v. Ullmann. I need not read more of those judgments than that portion of Lord Justice Romer's judgment which begins at line 38, on page 758. He says: "The invention, as pointed out by my lord, consisted in taking the lower part of the horn"—now pausing there for one moment he means by that, I think, the lower part of a horn in the proper sense—that is, a horn which begins with a point and ends with a wide opening—"and doubly articulating it"—of course, double jointing was perfectly well known—so that in no sense should the main weight of the horn be cast upon the needle, nor should the horn have to be moved as a whole as the needle moved." I think there he is expressing what I have already expressed, namely, that the two objects to be effected are to keep the needle free to move horizontally and keep it free to move vertically. Then he goes on to say: "The only part that had to move with the needle was the lower part of the horn, which was double jointed; but this invention also had the advantage of still preserving the cone form of the sound enlarger down to the box, so that from the time of the sound produced coming from the box it came forth in the proper-shaped cone and was so properly enlarged and issued to those listening to it." That, then, is, I think, the true construction of the specification, and I think the invention is limited to an amplifying horn with a lower portion, having all its portions so tapered as to allow what the patentee calls the natural advance of the sound waves. What that may really be is a matter which is in question.

Now, does the defendant's horn come within that description? The defendant's horn or tone-arm (to refer only to the lower part of the horn) is pivoted so that it swings horizontally. It has a joint which allows it to move vertically. But the question is, is it so jointed—such an amplifying horn as that which is claimed by the patentee? It is not tapered in all portions of the horn. It is true it is smaller in area where it joins the sound-box than it is where it joins the upper part of the trumpet. But that difference in area is attained not only by a taper, but by constructing the horn substantially in two members, each of which is parallel-sided or substantially so, the lower of the two members opening, not by a taper but by a sudden enlargement, into the upper of those two members. That difficulty

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FROM OUR LONDON HEADQUARTERS—Continued).

in their way was felt by the plaintiffs, and they have striven hard to make out that their specification really claims not what I may call a physically tapered horn, but that it covers a horn of such a shape that an imaginary taper or cone may be drawn within it, showing what they say is the natural and regular increase of the wave fronts. Now I am not going into the theory of the amplification of sound, about which nobody seems to know anything whatever. I have to look upon this as a mechanical invention, and is this machine which I have just described, and which I hold in my hand, the plaintiffs' tapering horn or a colorable imitation of it? In my opinion, it is neither. It is not a tapering horn, and it is so substantially different from a tapering horn that, in my opinion, it cannot properly be described as a colorable imitation of it. I am not much troubled with the Illmann horn nor tone-arm which was said to be an infringement in the previous case, because, in my opinion, that was essentially different from this horn of the defendant's in that it was substantially a tapering horn. But I have to determine on the facts of this case whether the present article is an infringement of the patent, and the question whether the court before whom a previous case has come or has not held another thing to be an infringement is really not of very much assistance to me.

I may just add on this part of the case that, if the plaintiffs' patent is wide enough to cover such a horn as that of the defendant's, I fail to see at what point the line is to be drawn, and if it is to be construed so widely, then, without going into detail, I think there is no doubt it would fail for want of subject matter, having regard to some of the other specifications and some of the other articles which have been referred to in the present case. I need say no more on that subject. I have construed the patent to the best of my ability, and, so construed, I think there is no infringement.

Now that, of course, would be sufficient to decide the action in favor of the defendant, but the validity of the patent has been attacked, a great deal of time has been expended on that part of the case, and I think I ought to express my opinion upon it. The validity of the patent has been attacked, first on subject matter by the suggestion that, having regard to the public knowledge at the date of the patent, there was no invention in that which the patentee did, and a number of specifications were relied upon in order to establish what was the state of public knowledge at that time. If the validity of the patent turned only upon the state of public knowledge as shown by those documents, I should be prepared to say that, construed in the way in which I think it ought to be construed, there was sufficient invention to render the patent valid, notwithstanding what appeared by those documents. But the case made by the defendant does not rest merely on the documents.

He has pleaded two cases of alleged public use of the invention, or publication of the invention by public exhibition and used. Those two cases are, first, a machine publicly exhibited and used by one Rosenthal in the year 1899, and, secondly, a machine which is said to have been publicly exhibited and used by the Columbia Co. in the latter part of the year 1902 and the early part of the year 1903. I will deal with the Columbia case first, because that is, I think, unquestionably the more important of the two if it can be established. The facts with regard to that, as I find them, are these: Toward the end of 1902 there arrived at the establishment of the Columbia Co., No. 122 Oxford street, from America, a tone-arm of a continuously tapered or conical form, so arranged that it would swing horizontally when the sound-box was resting on the disc, and could move vertically so as to allow the sound-box to follow the irregularities of the records, and to be lifted so as to enable the needle to be adjusted or removed. The means by which the tapered sound-arm was thus allowed to move consisted of a ball-joint so restrained (the exact form of restraint is not shown) that while allowed to move horizontally and to move vertically it was prevented from rolling over. That arm was fixed upon the motor box of a machine and was played by and in the presence of certain officers of the Columbia Co. It was then placed in one of the rooms in the basement of their establishment, which was referred to in the evidence as the stockroom. The stockroom was a room into which everybody was not allowed to go, and it was marked "Private," but I had it proved and I find as a fact that a considerable number of persons under no obligation of secrecy did enter that room. Two of them, witnesses entirely unexceptionable and whose evidence I accept, saw this machine with its tapered sound-arm in that stockroom. Another witness, who did not see the machine, has proved that he has from time to time seen large numbers of people who were under no obligation of secrecy in that room, and who, therefore, had opportunities of seeing the machine. It was tried in the presence of certain servants of the company, as to whom I have no evidence that they were under any obligation of secrecy, and one of them actually took the machine to his own house, where it remained for a considerable time, and where, for anything I know, it may have been seen by all his friends and neighbors in the district. What happened subsequently was that in the year 1905 an action was brought for infringement against the Columbia Co., and they then pleaded as an objection to the plaintiffs' patent (the same patent as that with which I am dealing) this very machine. The result was that that action never came to trial, but an all-round agreement was some years subsequently made between the two companies, part of which was this thing which I hold in

my hand. Exhibit O.C. 10, which has been licensed by the Gramophone Co. to the Columbia Co. The particulars of objections were delivered originally with the defense on November 20, 1909, and those particulars contained the reference to this machine. Shortly afterward application was made by the defendants to the officials of the Columbia Co. to allow the plaintiffs to inspect this alleged prior user. After that letter had been received, as I infer from the evidence which I have before me, the assistant manager, one of the principal officers of the Columbia Co., destroyed the machine, destroyed or threw away a photograph of it which is also referred to in the particulars of objections, and also destroyed or threw away a circular letter, an invoice and some shipping instructions also therein referred to. But, notwithstanding that destruction, which has a strange coincidence with the reliance placed by the defendant upon this machine and the other documents, the defendant has been able to prove sufficiently what that machine was. Now, first of all, was that machine an anticipation of the plaintiffs' invention; if so, was there a sufficient publication of it? I think it is quite plainly an anticipation. The only difference that I can find is in the means by which the double action of the sound-arm is brought about. It is quite true that there is not a double articulation in the sense that there is not one joint at one place and one joint at another, but the plaintiffs have not restricted themselves to having joints in any particular part of the sound-arm, and it seems to me that supposing the double joint had been a part of the plaintiffs' invention, if anybody had taken a sound-arm and, instead of putting a joint in the middle of it, had put one joint which allowed both movements, that would have been plainly an infringement. It seems to me that that really being the only difference between the machine which was so exhibited in 1902 and the plaintiffs' machine, that machine was an anticipation of the plaintiffs'. But now, was that sufficiently published? I think it clearly was. It was exhibited in such a way that members of the public could see what the thing was. Certain members of the public have seen what it was, and one of them in particular was struck by it, because he said he was looking out for improvements of the kind in these machines. How many more people saw it it is impossible for me to say. That it was possible that other people may have seen it, I think, is established by the evidence. If people who want to keep a new invention secret are so careless as the Columbia Co. have been in this case, they cannot be surprised if a court should afterward come to the conclusion that they have not succeeded in so doing. I think, therefore, that the plaintiffs' invention was anticipated by this machine exhibited in the rooms of the Columbia Co., and that the patent is, therefore, had upon that ground.

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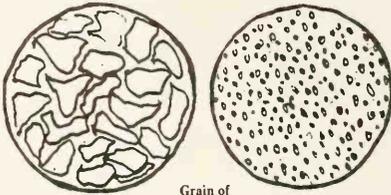
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Needle and Pin Works

AACHEN, GERMANY

With regard to Rosenthal, I do not propose to express any definite opinion. Coming to the conclusion that I do on the Columbia case, it seems to me unnecessary to do so. I may just say this, that I do not think that the Rosenthal sound-arm could properly be described as a tapering horn. It has not two joints, it has only one; and if the case turned upon the Rosenthal horn, my present inclination would be to hold that it was not an anticipation of the plaintiffs' patent. But I need say no more than that.

Now, there is only one other point on which I must say a few words. I ought perhaps to have dealt with this point when I was dealing with subject matter as distinct from anticipation. As I have already said, the plaintiffs' specification claims the continuously tapering tube or horn, and the point of that claim is that by the use of the continuously tapering tube or horn instead of a parallel-sided arm the patentee had introduced a change, not merely of form, but of substance, having regard to the purpose for which this thing is to be used. Now is that true, because I take it that if the change he has introduced is merely one of form and not one of substance, there would not be sufficient invention to support that patent in making that change. With reference to that, in the previous case it seems to have been assumed that there was a distinct acoustic advantage in the tapering horn as distinct from a straight-sided tube. Certain experiments were tried in that case, but they were experiments which the Court of Appeal, through Lord Justice Romer, who deals with the matter at page 760, thought were *nilhil ad rem* in the case which they had before them. In the present case I have had experiments, the object of which was to show that there was no substantial advantage in changing the old form of parallel tube into the conical or tapered horn. I have had the account of an extremely careful and accurate set of experiments made by Mr. Ballantyne with that object. The result of those experiments to my mind was this, that it was possible to distinguish sometimes between the sound reproduced or amplified by the straight-sided tube ending in the trumpet-shaped upper part. But substantially the result of those experiments was that there was no difference between them. Another set of experiments having the same object was tried by Mr. Dugald Clerk, with what appears on paper to be a somewhat different result. He did detect a difference greater than that detected by Mr. Ballantyne and those who were with him. But, in my judgment, without going into it in detail, the mode by which the experiments of Mr. Dugald Clerk were conducted was not nearly so satisfactory as that by which those of Mr. Ballantyne were conducted. In both cases they were perfectly fair in the desire to obtain the clearest and most satisfactory result, but, to put it very shortly, I think Mr. Dugald Clerk had educated himself to the difference by first witnessing the two performances at the same time, that is to say, by being present in the room where the two instruments were being played, noticing the differences there, where he knew which instrument was being played, and then afterwards, no doubt, with that inevitable inclination in the human mind to find what you expect to find, he found the same differences when he was not present in the room where the two instruments were being played. Mr. Ballantyne's experiments are not open to that suggestion. But even granted that there is such a difference as that which has been described by Mr. Dugald Clerk, is that for practical purposes a difference which would show such a substantial advance on previous attainments as to justify the patent? It seems to me that an advance to justify the patent must not be such that expert and trained persons would say that there is this difference, such a matter must look at it broadly, and ask itself has such an advantage been given to the public that it ought to treat the invention as substantially an advance on that which was done before. I do not think that was so in the present case. I cannot forget that subsequently to the date of this invention the sale of the plaintiffs' machine largely increased, but I think the true result of the evidence is that that increase was due not to any inherent benefit which was derived from the tapering sound-arm, but partly by their advertisements, partly by the extreme care with which their machines are constructed, and partly, and probably still more, by the improvements which they effected about the same time in the sound-box.

The general result is that in my opinion the plaintiffs' action fails on both grounds, namely, that of infringement and that of validity of the patent, and there must be judgment for the defendant with costs.

Interviewed by your correspondent, the Gramophone Co. have intimated to me that while the matter is still under review, it would be inadvisable to make any statement, outside the fact that it is their intention to lodge an appeal against this judgment. In any case, until the question of the 1903 patent is definitely settled by the highest court of law, the opinion pre-

ails that no one will consider it good policy to take advantage of Mr. Justice Warrington's findings, especially in view of the fact that the Gramophone tapered tone arm, as a whole, is protected in other directions—the swan-neck joint being an example.

RADIAPHONE SENSATION.

This New Instrument Contains Many Features of Interest to the Talking Machine Trade—Honored at Japan-British Exhibition.

(Special to The Talking Machine World.)

London, Eng., Aug. 7, 1910.

A matter of great interest to the talking machine trade in this country is the introduction of the Radiaphone to the public at the Japan-British Exhibition. Rumors have been heard for some time of the extraordinary quality of the reproduction from this instrument, and I must acknowledge the fact, which is patent to all who hear the Radiaphone, that it is an instrument which will have great influence in the future.

The improvement consists of a new sound box, a new tone arm and a sound distributor which produces an unique effect. The sound box is unique in that the stylus bar is mounted upon guides or bearings instead of knife edges or pivot points as is usual. Another novel feature is the construction of the back, which allows the tube which fits on to the tone arm to have a positive mechanical motion upon pivots instead of from rubber, as in other well-known sound boxes.

The feature of the tone arm is a new joint which allows the sound box to follow the track of the record more easily, it is said, than any other tone arm does. This is done by means of a form of universal joint; friction is reduced to a minimum, and the usual angular horizontal movements of the tone arm are dispensed with.

Regarding the distribution, it meets a long-felt want in distributing the sound evenly around a room so that all hear the same volume of tone.

The combination of these improvements constitute the Radiaphone machine and enable it to produce an absolutely clear and clean tone from the lowest to the highest notes with all the characteristic quality of the voice or instrument. The tone is quite free, it does not remain in the neck of the tone arm, but comes right into the room.

Prominent musicians are visiting the Radiaphone pavilion at the Japan-British Exhibition and applauding its musical qualities, and it is receiving a gigantic ad. for upwards of 10,000 people pass through the Radiaphone pavilion daily, and listen to its performance.

The instruments being placed on the market by the British Pallas Manufacturing Co., Ltd., are of the cabinet type and the prices range from £25 upwards. The designs are very chaste, and, from the number of testimonials the manufacturers are receiving, it is evident the Radiaphone will have a very large sale.

The fact that the exhibition jury have awarded the company a diploma for a good medal is a tribute indeed to the Radiaphone as a musical instrument.



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

EXECUTIVE COMMITTEE MEETS.

Governing Body of Jobbers' Association Holds Session at Hotel Knickerbocker and Takes Up Important Matters with Factories—Visit Camden and Orange—Confer with T. A. Edison—Handsomely Entertained.

On Thursday, August 4, a meeting of the executive committee of the National Association of Talking Machine Jobbers was held at the Hotel Knickerbocker, New York, those in attendance being Perry B. Whitsit, president; J. Newcomb Blackman, vice-president; J. C. Roush, secretary; Louis Buehn, treasurer, and E. F. Taft and Rudolph Wurlitzer, of the executive committee. The chief purpose of the meeting was to enable the committee to take up with the factories several matters that had been placed in the committee's hands at the time of the convention. After a short session at the Knickerbocker those present met President F. L. Dyer and a committee representing the National Phonograph Co., who had come to New York for the purpose of conferring with the jobbers. After discussing the various matters at luncheon and during the afternoon the company entertained the jobbers' representatives at dinner at Martin's and at the theater in the evening.

On Friday the committee went over to Camden, where they conferred with General Manager L. F. Geissler and other executives of the Victor Co., and settled several matters to the satisfaction of both interests. Here they were entertained at the Victor Club, and in the evening visited one of the roof gardens in Philadelphia as the guests of the company.

On Saturday morning the committee visited the National Phonograph Co. plant at Orange, N. J., where they were received in the laboratory by Thomas A. Edison for the purpose of taking up with him direct several matters of importance that the committee did not feel themselves in a position to render a final decision. The jobbers had occasion to be greatly impressed with the familiarity shown by Mr. Edison with the minute details of the phonograph business, the more wonderful in consideration of the many other interests with which the "Old Man" has an active connection. Mr. Edison was "from Missouri," but after a two hours' conference the various matters were settled in a manner entirely satisfactory to both parties. The committee was then entertained at luncheon at the Essex County Country Club, and then departed for their homes, feeling that more had been accomplished than at any previous executive meeting.

As a result of the conferences with the factory executives it is believed that several interesting announcements will be made to the trade by the big companies at an early date.

The meeting place for next year's convention was not settled at the meeting, owing to the fact that all the votes on the question had not yet been received.

Secretary Roush reported that the convention matters had all been settled and that the receipts exceeded the expenses by a small margin. He also announced that the Boston Cycle & Sundry Co., Boston, Mass., had withdrawn their resignation, which had been sent to the secretary

by mistake, and that instead of going out of business, as reported, that company were about to lease an entire building for their talking machine business. One new member had been secured since the convention, namely, the Sol Bloom Co., Inc., of Philadelphia, Pa.

TRADE IN BALTIMORE.

Local Traders Are in Optimistic Mood Over General Prospects—Hammann-Levin Removal—Eisenbrandt's New Quarters—Manager Lourie's Good Report—Victrolas and Edison Big Sellers at Cohen & Hughes—Same Conditions Prevail at Droop & Sons Co.

(Special to The Talking Machine World.)
Baltimore, Md., Aug. 5, 1910.

There is probably no more optimistic lot of people in the country just now than the local talking machine dealers. They are not jubiling over the condition of the sales and business in general at present, but they express themselves as being confident that they are going to have one of the busiest fall and winter seasons of their careers. They declare that everything points to this and they are making elaborate preparations for the onslaught of buyers. These preparations are being made in more ways than one. The dealers and their salesmen are resting on their oars, so to speak, just now—that is, they are taking well-deserved vacations in order to get in good physical shape to tackle the business. Others are laying in stock and arranging prospects, while in two cases big removal sales are being conducted by firms who have found it necessary to seek larger quarters because of their increased business. One of the new establishments will be occupied in the near future, while the other will be ready by the first of October.

Two removal sales are in progress at Hammann, Levin & Co., 419 North Howard street, and at H. R. Eisenbrandt Sons, Charles and Lexington streets. Hammann-Levin propose to move into more substantial quarters just opposite their present location, 416 North Howard street, which will be ready for occupancy about October. Eisenbrandt Sons are putting the finishing touches on their brand-new building on Howard street near Saratoga street, and will soon be located there.

Manager Albert Bowden, of the talking machine section of Sanders & Stayman, says that the month has been a very good one for July and that he expects a better August than that of last year. He reports the sale of many Victor and Columbia records to people who have taken their talking machines along for evening amusement at places in the mountains and at the seashore, where they will spend the present month. President G. Wright Nichols, of the Sanders & Stayman Co., is back from a vacation to Buena Vista and Ocean City, Md. Manager Bowden has also returned from a pleasant trip to Atlantic City.

At E. F. Droop & Sons Co. it was stated that the month has been a good one for the sale of records, while there has also been some demands for the Victrolas and Edison machines. Manager Roberts, of the local store, is spending two weeks with friends and relatives on the banks of the Hudson.

Manager Laurie, of the local store of the Co-

lumbia Phonograph Co., declares that business is going along smoothly these days, with every indication that there will be lots doing when the warm weather makes its exit. He is making preparations for the rush when it comes along. The month of July, according to Mr. Laurie, has considerable on the sales for the same month last year, while he believes that August will also show up better than a year ago.

Cohen & Hughes have had a good month with Victor Victrolas and Edisons, according to Morris Silverstein, who is now in charge of that department for the firm. He feels the same way about the fall and winter outlook as the other dealers do and is making his arrangements accordingly. He will leave in a few days for a short vacation to rest up for the fall.

ARTISTIC COLUMBIA PUBLICITY.

The Beautifully Designed and Executed Portrait of Lena Cavallieri in This Issue of The World a Splendid Example of High Class Trade Paper Advertising.

The special colored insert announcement in this issue of The World by the Columbia Phonograph Co., General, is only another example of the splendid manner in which the products of this company are presented to the trade. No expense is spared in the conception and execution of this artistic piece of work. It is in line with the handsome and costly window posters of Mme. Cavallieri and other artists used to exploit their grand opera records and given gratis to their dealers for this purpose. Of their magazine and general newspaper advertising the Columbia jobbers and dealers are also familiar, and this great campaign of publicity to create trade for their representatives will be maintained, and possibly be continued on a still more liberal basis during the approaching season.

NEW GENERAL RECORD CATALOG

Issued by the Victor Co.—Lists All Records Up to and Including July Supplement.

The Victor Talking Machine Co. have just issued their new general record catalog, the largest and doubtless the most important published by any American manufacturer. It bears date of July, 1910, and lists all records up to and including the July supplement.

A limited edition of this catalog is being apportioned among their distributors in order to carry the trade over to the next regular date of issue, in November, 1910, followed by another issue in May, 1911. That is, in future the General Record Catalog will be issued twice a year.

The company are shipping only a limited number of these catalogs to each distributor, just enough to fill in between this date and November date and the November issue. Therefore it will be necessary for all dealers to be reasonable in their requests for these catalogs and to distribute them personally to Victor owners. Distributors east of Denver will be prepared to supply their dealers with the catalogs about August 15, while western distributors will have their supply about September 1.

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

Manufacturers of the cheapest and most popular

Disc Talking Machines and Phonographs

PUPPEL MACHINES INSURE BEST RESULTS

EXPORTED TO ALL COUNTRIES OF THE WORLD

Catalogues sent post free on application



Our "Elite" 9 Machines One of the Best.



Our Famous "Puck Phonograph."

TELEGRAPHIC ADDRESS: "PUCKAWO"



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

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

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

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

MUSIC MASTER HORNS

which are built of solid wood on Sounding Board principles.

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

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

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

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

AN EDISON-ASTOR STORY.

One of the Many Incidents That Set Forth the Individuality of the Great Inventor So Widely Esteemed the World Over.

There are few men as much in the public eye as Thomas A. Edison, the distinguished inventor of the phonograph and a thousand other developments which have contributed so much to the progress of our Nation and of humanity. In fact it is almost impossible to take up a paper and not come across his name. The only parallel in prominence to the wizard of Menlo Park is Theodore Roosevelt, the former President of the United States—another American, who, like Edison has helped to make our country known the world over. Speaking of Edison in the newspapers, we came across the following excellent story, and it is worth reproducing for the benefit of World readers:

"Thomas A. Edison had invented and scientifically applied many mechanical devices

previous to the time he started his plant at Menlo Park, where, it was announced that, by electricity, this genius had a contrivance that would convert ore into steel without its going through the Bessemer process.

"One day Edison met Colonel John Jacob Astor. The Menlo Park establishment was losing more money than Edison was making. But the wizard still had faith. Astor asked how he was getting along. Edison made no bones about his distress.

"You have made millions for other persons," said the Colonel. "Hereafter, instead of creating corporations, come to me with any scheme you may have. I'll promote it, back it; and you and I will go into partnership. I have money."

"The two were at luncheon. They talked about business, they went into the romances of their early days, the Colonel dwelt upon the happiness of his married life, the domestic felicity that reigned in his household.

"But," he said, somewhat solemnly, after the coffee had been drunk and a 5-cent cigar had

been served the inventor—Edison smokes the cheapest that can be had—I am lonesome. I have nothing to do. There is nothing in Wall street. My financial affairs are in the hands of agents. I'm weary of the humdrum of life, of the lack of commercial and industrial interests that come along my way to make me forget that I am rich and independent.

"And do you know," he continued more earnestly than ever, "I have an idea that I can do work with machines, with the wires, with steel, iron, the resources of the earth as well as almost anyone if I had the opportunity. Born wealthy, with nothing to do, my wife and family ashamed of me for the reason of my indolence. I have tired of everything. Let me make you a proposition:

"I'll come over to your place and put on jeans, work with you, and I'll have you make a man of me. I believe that, with what training you may give me, I will become an inventor, famous, too, before the world knows anything about my having abandoned Fifth avenue."

"Glad to have you come along," replied Edison. "One morning Edison got a new idea. To put it on the market would cost a lot of money. He did not have it. By this time he had moved to the Oranges. Menlo Park was but a memory. Its furnace long had been cooled by the calls for money. At present—a spot of earth, famous because of its earlier recollections, is but a waste of mellow land, grown heavy in weeds, over which the October winds blow softly. The houses are few.

"Edison thought of Colonel Astor. How much would it take? Easy, easy. 'I will have it to you by noon to-morrow. And when I bring it I shall bring along also my working clothes. I am going to help along in your shop,' he continued. 'Never another loafing day for me—never.'

"It was after luncheon when an automobile drew up in front of Mr. Edison's laboratory, machine shop or whatever one may wish to call it. Mr. Edison himself hasn't any name for the wonderful place in which he spends his waking periods. But it is a great and interesting place, as any one will tell you who has seen it. Take it from this reporter that this is so.

"Here is our money," said Colonel Astor as he shook hands with Edison, at the same time producing a cashier's certificate for \$1,000,000. 'And there is more if needed.'

"Edison slipped the piece of paper into a pocket of his greasy coat. The wheels of the machinery where he toiled were whirring. The odor of chemicals was in the atmosphere.

"And I have come to go to work," continued the Colonel. 'Also let's see what I am putting this million into. Show me.'

"The working place of Edison is constructed on the order of a grain pit. There are many globular tiers. On each shelf are bottles, files, wire pieces.

"Once inside this home Edison is lost to all other surroundings, all other scenes, all other thoughts. First he gave the Colonel a seat. Then he began explaining. This piece of machinery was tested. Then another. For another hour he was enthusiastic—always talking, always touching something of metal—but, as complying with one of his axioms, never looking at things about him unless he had to do so—and never glancing at the clock.

"By and by he was finished. He turned to his visitor. Sound asleep was he, his chin buried upon his bosom, his hands listlessly hanging by his side.

"Here, you!" exclaimed Edison, somewhat rudely. "Take this check back and get away from here. Quick, seat!"

"And do you know," said Edison, telling of the incident, "that that doggone chap had the impudence to make it known that he wished to be Governor of New York? Dear me, the nerve of some people!"

The Knights Templar have been holding high jinks in Chicago this week.

Only the Columbia dealer really knows what protection means—and he banks on it. “Exclusive Columbia selling rights” means the only man there.



Columbia Phonograph Co., Tribune Building, New York.

TRADE OUTLOOK GOOD.

Indications Point to an Excellent Volume of Trade the Coming Fall and Winter in the Talking Machine Field—This Is the Consensus of Opinion Derived from Letters Received by The World from Widely Separated Points of the United States.

Every indication points to an active and brisk business with the talking machine trade this fall. Of course, the summer, the quietest period of the year, has shown a marked improvement over the same time in 1909. In fact, a number of jobbers and dealers in every section of the ground have reported the July sales very far beyond their expectations. It is true that the firms in this category have not waited for trade to come their way without making any effort to get business. Their methods, as may be gleaned from the advice of correspondents and their own letters, represent untiring energy and resourcefulness, and their reward, in consequence, has been commensurate.

General reports regarding natural conditions grow more favorable weekly. Early in the spring statements respecting the staple crops were most encouraging. Later the weather uncertainties seemed to affect the situation unfavorably, and in some instances disastrously. A hot, dry summer has not helped matters, apparently; but recently a change for the better has occurred. Where rain was badly needed, within the last week or ten days a downfall has occurred that has been extremely beneficial. In some parts of the West and Southwest the floods have not inflicted as much damage as at first estimated; and where rain is still needed the harm to the growing crops is not so serious as yet, but an average precipitation will relieve all anxiety.

At least this brief resume of the outlook may be relied upon as reflecting the opinions of the average, conscientious business man who has been in the least observant. The manufacturers of machines, records, etc., state they have every reason to believe that the fall trade will be excellent. The leading factories have not been able to overcome the congestion in certain lines of their products, especially the high price cabinets. The demand for standard goods has been largely satisfied, and the plants have been running steadily. Just now it would be well for the dealer to remember what occurs along toward the approach of the holiday trade and see that his orders now will adequately cover deliveries when the need of goods is most urgent.

While all the prominent manufacturing concerns, as before mentioned, have been doing a strong business, the appended formal statement from the Victor Talking Machine Co., Camden, N. J., is particularly significant: “On June 30, 1910, we completed the greatest six months' business in the history of the Victor Co. The increase is most gratifying in that it is very apparent in every branch of our products. While all will concede that the great advance in the

quality of the Victor and Victor records is largely responsible for its remarkable growth, we at the same time feel and know that the magnificent co-operation of our distributors and dealers is the most important factor in the success of the Victor and we wish to thank the entire trade for their splendid enterprise and energy.”

WHAT ARISON WOULD NOT DO.

The New York Dealer Supplements Mr. Storck's Remarks Last Month but Tells What He Would Not Do if He Were a Manufacturer.

New York, Aug. 4, 1910.

Editor The Talking Machine World, New York: Dear Sir—Permit me to supplement Mr. Storck's address to the National Convention of Jobbers, printed in your last issue under the heading, “What I Would Do if I Were a Manufacturer.” This is what I would *not* do if I were a manufacturer.

Before proceeding not to do things I would lay down as a basis the following three facts:

1. That the wonderful growth of the talking machine industry is due solely and entirely to that comparatively small number of magnificent records, the only ones capable of enthusing the listener—the “machine-selling records”; that all the other records are simply pulled along by them; that the manufacturers who have no such records to their credit are bound to dwindle down to insignificance.

2. That there are many artists who have greatness thrust upon them; some who have been great, while others owe their greatness to their good looks.

3. That the talking machine is no respecter of persons, and will not bow even before the fairest of Helens.

Keeping that in mind I would not make records by artists with great names, but only by those with great voices, and would take particular care that none but mechanically perfect records are issued.

In concerted numbers I would not pair a great tenor with a mediocre soprano or contralto. I would do my utmost to spare the music-loving public the disappointment and annoyance that such records invariably produce.

I would not permit an artist to make records of selections for which he or she is eminently unfit.

When remaking old standard records would not employ the same artists unless their voices are as good as before. When the “divine spark” is gone all the improvements in the world will not atone for it. Nor would I employ inferior singers for that purpose. There is nothing more disgusting to a musical ear than to hear a mere shouter imitate a Tamagno.

I should like to come down to facts and give you a long list of records that should have never seen the light of the day, but it would not be good policy to print it.

But I will crave the indulgence of the editor for the following:

If a Russian mayor has banished the talking machine from his city; if a certain editor called it a “public nuisance” and another “a cross between a buzz-saw and a spit-fire”; if we are so often confronted with the remark “I would not have one in the house”—it is due to such records as made by certain coon shouters.

If I were a manufacturer I would have a thoroughly musical person to supervise the output of classic records—and would thus increase their sale ten-fold.

THEO. ARISON.

MUSIC STORE FOR SALE.

FOR SALE—Music store in a California town of 60,000 population. Carry both Edison and Victor phonographs. Will sell all or part interest, as the proprietor has other interests requiring his attention. Address Box 100, care Talking Machine World, 1 Madison Ave., New York City.

BUSINESS FOR SALE.

FOR SALE—Talking machine business, carrying Edison and Victor lines, sporting goods, bicycles, hardware, musical instruments and sheet music. A good show for a hustler. Address J. R. PEVELER, Crescent City, Cal.

RECORD RACKS WANTED

WANTED—Second Hand Record Racks to fit Victor Records. Address H. R. EISENBRANDT SONS, Charles and Lexington Streets, Baltimore, Md.

Outside Wholesale Salesmen Wanted.

We want several hustling wholesale talking machine salesmen. We job the Victor and Edison goods and several specialties and side lines. Must be men who now have a following of dealers within selling distance of New York City. Liberal and satisfactory remuneration to the right men. Box 400, care Talking Machine World, 1 Madison Ave., New York City.

BUSINESS FOR SALE.

FOR SALE—Well established music and talking machine business in large eastern city. Long term lease on five-story building. Rent nominal. Receipts, \$50,000 yearly. Price, \$9,000. Rare opportunity for Piano Firm. Address “SUCCESS,” care of Talking Machine World.

Booths For Sale

FOR SALE—Two very fine booths, built of mahogany and plate glass, each about 7 feet 7 inches deep, 10 feet 10 inches wide and 10 feet 8 inches high. Practically sound proof, suitable for demonstrating rooms. Will sell very cheap. For particulars address “G. T. L.,” care Talking Machine World, 1 Madison Avenue, New York City.

EDISON SHAVING MACHINE WANTED.

WANTED—An Edison shaving machine, latest model, with motor and blower attachment. R. D. Cortina Co., 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

ST. LOUIS TRADE HAPPENINGS.

July Business Up to Expectations—Columbia Co. Personals—Vacations Now in Order—Aeolian Co. Place Victor Machines in High School—Prove Very Popular with Both Teachers and Scholars—Some Recent Visitors—Summary of Conditions.

(Special to The Talking Machine World.)

St. Louis, Mo., Aug. 7, 1910.

The talking machine business for July has been fully as good as could be expected for the season of the year. Some houses report that their trade has been better than June and better than July in 1909.

E. B. Walthall, manager of the Columbia Phonograph Co., returned August 15 from a two weeks' vacation spent at his home in Horse Cave, Ky. Chas. Kauffman, traveler for this concern, returned recently from a two weeks' successful trip through Northern Missouri and is now on a three weeks' western trip. Chas. L. Byars, assistant manager of this concern, is spending the last two weeks in August enjoying the breezes of the Wisconsin lakes. Miss L. Biest, secretary to Manager Walthall, is home from a two weeks' vacation, which was spent in Cincinnati. Miss M. Kondon, connected with this concern, is home from two weeks' vacation spent in Chicago.

The staff of the talking machine department of the Aeolian Co. are beginning to take their vacations. Miss Adelaide Goetz is spending two weeks at Moselle, Mo., and the Misses Carrie and Clara Goetz are planning to spend their two weeks at Paw Paw Lake, Mich. Miss Reid, of the accounting department, will visit some relatives in Texas, and Mr. Thompson intends to spend his vacation with relatives in Iowa.

O. A. Gressing, formerly manager of the St. Louis Talking Machine Co., has been appointed manager of the talking machine departments of the Aeolian Co., and will leave here on August 1 for a two weeks' rest at the home of his sister in Milwaukee before leaving for New York to begin active preparations for the opening of the talking machine department on the eighth floor of Aeolian Hall there.

The Aeolian Co. have placed three talking machines in three of the St. Louis high schools and have just been awarded a contract for the fourth to be delivered to the Sumner High School. The principals of these schools are more than enthusiastic over the work and the results they are deriving from the use of the Victor machine in connection with giving the scholars a better idea of music and how it is sung by the world's greatest artists. A very liberal selection of Red Seal records accompanied each machine.

Visiting dealers at the Aeolian Co. during the past month were Mr. Marks, of Marks & Weber, Edwardsville, Ill.; Peter Paul, Jr., Seckman, Mo.; J. D. Sims, Monarch, Ark.; Oscar Busch, Union, Mo.; Wm. Mosby, Newport, Ark.; L. C. Campbell, St. Louis, Mo.

Marks Silverstone, president of the Silverstone Talking Machine Co., returned July 17 from a two weeks' trip to the National Talking Machine Jobbers' convention at Atlantic City, N. J., and other points. He was accompanied by his wife. He reports that trade for July was fair.

D. K. Myers, the well-known Zonophone jobber, reports that trade for July was only fair, but he is satisfied it will gradually grow much better.

Wm. Brenner, secretary of the Koerber-Brenner Music Co., returned on July 25 from a seven weeks' prosperous trip to western points. H. G. Koerber, president of this company, left August 4 for a month's vacation, which will be spent in Wisconsin.

A. J. Robinson, manager of the Thiebes Piano Co., reports that their trade for July has been quite fair. He states that they have many good returns by following up their deals so as to make each purchaser feel thoroughly satisfied, and that this has resulted in good record sales.

A. L. Owen, manager of the talking machine department of the O. K. Houck Piano Co., Memphis, Tenn., spent ten days here this month visiting his parents and friends. He was accompanied by his wife. Mr. Owen reported business

in his territory good. The O. K. Houck Piano Co., of Memphis, are putting in five white enamel sound booths on their first floor. They are decidedly modern in every respect.

A. C. Thiebes, president of the Thiebes Piano Co., accompanied by his wife, is spending the month of August at Annisquam, Mass.

PHONOGRAPH A MUSIC TEACHER.

Novel Experiment with Pupils of Public School in Brooklyn.

A new method of teaching pupils to sing was used during the last year in Public School 147 in Brooklyn, N. Y. Miss Marie L. Bayer, the principal, hit on the idea of using a talking machine. A good machine with about a dozen standard records was bought with the income derived from the school paper and installed in the class that made the largest sale of papers.

Since the departmental system is used, this does not deprive the rest of the school from the use of the talking machine. The song under consideration is written on the black board, the music studied and then the record is played, giving the proper tone and expression. It is then repeated, the pupils softly singing, after which the phonograph is stopped and the song sung from the music on the board. Among the records are "My Old Kentucky Home," "Dixie," "Softly Now the Light of Day," "The Glow Worm," and a few operatic overtures.

The same school has another high-class instrument installed in the auditorium. At each morning assembly and at entertainments and other meetings this is played, only the best music being used. The children greatly enjoy these short hours with the great musicians, which Miss Bayer hopes cannot help but wear them from trashy ragtime music.

VISITORS AT COLUMBIA OFFICES.

Among the visitors at the Columbia Phonograph Co.'s executive offices last month were S. H. Nichols, manager of the Cincinnati (O.) branch, and E. A. Stevenson, manager of the Providence (R. I.) office. Mr. Nichols reached New York July 25, and started back again in the afternoon of the same day. Both managers said their business was ahead of last year, but it was quiet now. The Grafonola Mignon, they added, was a big hit, but the goods were coming along too slowly. The Regent was also in strong demand.

Bert Spross, the whistler, and Charles G. Spross, the pianist, both residents of Poughkeepsie, N. Y., have made a number of records for the Victor Talking Machine Co.

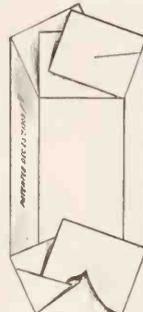
Thomas A. Edison is quoted as saying that he hopes to live to see the day when there will be a phonograph in every home.

IMPROVE YOUR SYSTEM AND INCREASE YOUR RECORD SALES

THE BLACKMAN CYLINDER RECORD TRAY

(Patented Dec. 28, 1909.)

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. Write for prices.

NET PRICES TRAYS ONLY

(Subject to Change.)

	Hold	Net per 1,000.	Weight per 1,000.
No. 2.	2 Records.	\$6.00	60 lbs.
" 3.	3 Records.	7.50	75 "
" 4.	4 Records.	9.00	87 "
" 5.	5 Records.	10.50	105 "
" 6.	6 Records.	12.00	118 "

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, 1909.....\$8.50
Per month, thereafter (postpaid), payable in advance (2 min. and 4 min.)..... .22

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

THE TRADE IN "THE HUB."

Boston Dealers Talk of Forming New England Association—Previous Attempts Fail—Trade Generally Good for Midsummer—Boston Cycle & Sundry Co. Correct Report—R. C. Smith & Co. to do Exclusive Retail Business—Interesting Personalities—"Some" Ball Players—"Grand Opera Milking."

(Special to The Talking Machine World.)

Boston, Mass., August 8, 1910.

Considerable talk has been heard in local circles anent the formation of a dealers' association, to embrace the talking machine dealers of New England only. There is always considerable interest in this project following the annual convention of the jobbers, but this year there seems to be more enthusiasm than ever. Talk alone won't create anything, so it is up to some one or two hustling dealers to put it through.

Some two years ago an attempt was made to

form an association of this character and a number of dealers signified their intention of joining, but it is learned that as soon as the bill for dues was presented many dropped out, and through lack of co-operation the organization fell down. Joseph W. Foley was the attorney employed by the promoters and in discussing his attempt and failure to create the body, said: "On behalf of my clients two years ago we sent out circular letters covering the formation of talking machine dealers to be known as the New England Talking Machine Dealers' Association, and out of 200 letters 75 answers were received. A meeting was held at the Revere House, where the articles of the Association were drafted and everything seemed to be moving favorably, until we tried to collect the money for dues, when so few contributed their share that it was impossible to proceed as planned. As I remember now, the dues were nominal, about \$4 a year, although but 15 or 20 dealers out of the original 75 who said they would join sent their money in. The financial end must be a success as well as 'enthusiasm,' so the organization fell through."

Mr. Foley also remarked that he believed it is a propitious time to make another attempt, as he had witnessed from observation that the dealers are much more favorable now than ever to matters associational. Several local dealers have also added their good opinions on the foregoing subject and, no doubt, if the initiative steps were taken, followed by a liberal dose of determination, an association of New England dealers could be formed.

One would think in midsummer that the talking machine business would drop off considerably, but reports heard at nearly every quarter indicate that that "thought" is incorrect. S. J. Freeman, manager of the Victor department of the Eastern Talking Machine Co., tells the writer that the past few days have resembled days before Christmas, with the salesmen attending to the wants of two or three customers at a time. This is in the retail sphere, and while they don't expect this rush all summer, it clearly shows what one might expect for fall. In fact, everyone is very optimistic here and preparations are being made for all degrees of a rushed fall business.

A new record department is being planned by the Eastern Talking Machine Co., to be located on the second floor of their building, and it will have a capacity of over 100,000 records. This record system is being designed entirely for economy of space, plus ease and quickness of filling wholesale and retail orders, and no doubt will be the biggest and best repertoire in New England. E. F. Taft, general manager, is passing a few days in Maine shooting black "b'ars" and mosquitoes. A. W. Chamberlain, the Edison manager, is also in Maine, feeding fishes from the end of a hook. S. J. Freeman, the Victor guard, hies away next week, while S. H. Brown embarks Saturday.

Another concern to attest the midsummer rush is the Boston Cycle & Sundry Co., Charles R. Cooper, manager. This house is an exclusive Edison jobber, and the way they have put out Amberolas and other Edison products the past month buries all possible thoughts of summer quietness. Mr. Cooper says he has all he can do to fill orders and "dope" out the fall campaign, without adding the pleasant thoughts of a vacation.

Through no fault of The World, a grievous error crept into the columns of last issue, where in the report of the membership committee says in relation to withdrawals of members: "Boston Cycle & Sundry Co., Boston, Mass., withdrew owing to their intention of going out of the jobbing business as soon as they can dispose of their stock." Charles R. Cooper, manager of this company, was present when this report was read and declares he advised the secretary that this was an error, as they had no intention of either going out of business or resigning from the association, and it was noted. Furthermore, he paid the dues at the required time, and the publishing of this report, if allowed to go by unnoticed, might do this well-known house a great deal of

harm, whereas the Boston Cycle & Sundry Co. is bigger and better than at any previous time, and expects to continue to grow.

H. A. Yerkes, manager of the wholesale department of the Columbia Phonograph Co., was a visitor here and at Portland, Me., recently.

J. W. Scott, representing the National Phonograph Co., was here several days ago.

R. C. Smith & Co., of Burlington, Vt., formerly exclusive Columbia jobbers for Vermont, are now going to devote their entire time to the promotion of retail business in the State, where they have a fine department, good stock and organization. The Vermont wholesale business will now be handled from the Boston headquarters.

Arthur Erisman, manager of the Columbia Phonograph Co.'s Boston offices and warerooms, says that since they have received the list of 100 grand opera records several weeks ago, about one-third of their record trade has been for these. This is very surprising for summer, but he says that the high quality of the records has been responsible for this tremendous demand. They have also been transacting an excellent wholesale and retail business for this season. Mr. Erisman has just received a letter from Senor Constantino, the famous opera singer, who is now at Buenos Ayres, Argentine Republic, where he is meeting with great success, as evidenced by the demonstrations given him by the public. Senor Constantino goes to Chile, thence to Paris, arriving in Boston the first of November. Mr. Erisman leaves on the 15th for Atlantic City, where he will recreate till September.

A building is being leased here by a well-known party, which will be devoted to the talking machine business, and attempts will be made to establish a historical year when they get settled at the new quarters.

Henry F. Miller & Sons Piano Co. expect to begin the expansion of their Victor department this fall by devoting considerable of their present piano space on the first floor. This, reinforced by extensive advertising, will, no doubt, make a big Victor year with them.

Another piano dealer who will push talking machines is Geo. Lincoln Parker, who removes September 1 to the Colonial building, third floor. He will fit up a talking machine department, decorated in the most artistic manner, and will boom the trade right from the start.

There are "some" ball players in the Boston trade. The first game between the Eastern Talking Machine Co. and the Columbia Phonograph Co., with a 11 to 11 score, was disputed. The second game was won by the Easterns by a 7 to 6 discussion. One or two more games, as required, will be played for the championship, and there will be plenty of red light burned by the victors.

Next time you milk a cow, play the "funygraft" and you will get a bigger pailful, and the quality will also be better. A local paper says this is true, and the writer learns that the Department of Agriculture at Washington has been experimenting likewise for several months. Why couldn't the talking men and pail manufacturers combine, having a certain sized pail for an "orchestra" milking, one for a "band" milking, another for a "grand-opera" milking, and so on. Then again, how could you tell whether the cow preferred a humorous selection or a record in Russian? Also, why wouldn't hens lay better if solaced by the talker's musical strains? Verily there is a big field ahead for the talking machine!

Vacation is king at the Oliver Ditson Co.'s warerooms. Henry Winkleman, manager, goes to Maine on the 20th. Otto Piesendel, assistant manager, is sojourning through New York and Philadelphia, while Cecil Peck, of the sales force, has just returned from his journey.

Manager Sylvester, of the C. E. Osgood Co., retail distributors of the Columbia, Edison and Victor lines, retires to the forests for two weeks at Hyannis, where he will study bugology.

Herbert L. Boyer, chief sales dispatcher of the big house of M. Steinert & Sons Co., leaves on the 15th for a jaunt through Canada, including a brief stay at Montreal.

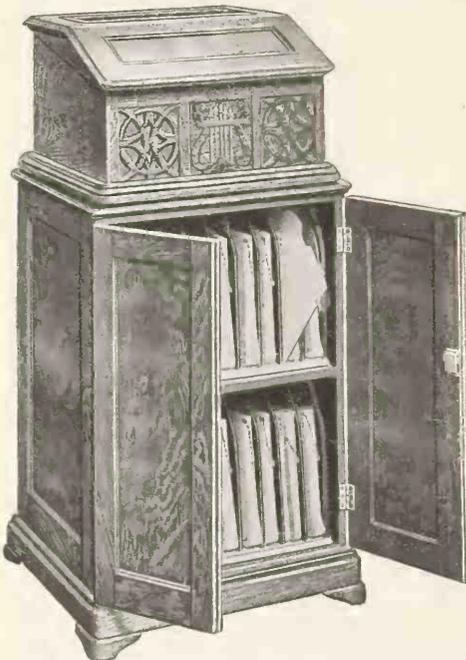
SONORA

HIGHEST CLASS



Talking Machines and Records

THE LATEST AND THE BEST



Style A*Machine with Style 3 Cabinet.
\$70. list for this equipment.

Magnificent Tone Quality and Design
Mechanical Feed
Automatic Stop
Invisible Horn
Absence of Needle-Scratch
Sapphire Attachment
Tone-Moderator

Machines: \$25; \$40; \$50; \$60; \$75; \$100; \$200 list.

Record Tables: \$10 list.

Record Cabinets, equipped with the most convenient Filing-system; \$30 and \$50 list.

Sonora Phonograph Co.
 78 Reade Street, New York, N. Y.

Two aggressive dealers at Putnam, Conn., are F. G. Letters, with the complete Edison line, and Geo. E. Shaw, handling both Edison and Victor machines.

F. S. Boyd, the Iver-Johnson Co. manager, (Edison jobbers), leaves Saturday, vacation bent, for Bar Harbor, Me.

REVIEW OF SEPTEMBER RECORDS

Issued by the Victor, National, Columbia and Universal Companies

The list of records for September issued by the various companies and published elsewhere in the usual department of The World, are well worthy the consideration of dealers. The Victor Red Seal list contains a veritable "embarrassment of riches," with records by a line of notable artists, including Caruso, Alda, McCormack, Constantino, Journet, Williams, Gogorza, Mischa Elman and Maud Powell. These artists are represented by numbers which are of more than ordinary interest and merit, representing the latest and most improved recording methods in vogue in the Victor laboratory, and we predict a big demand for them. The regular list of Victor single and double records shown in the September list also contains many numbers that must compel the consideration of the public.

The National Phonograph Co.'s bulletin of Amberol and Standard records will also invite the closest consideration of discriminating purchasers. In the grand opera Amberol list such well-known names as Blanche Arral, Marie Delna, Marguerita Sylvia, Karl Jorn and Giovanni Polese give an indication of the quality and value of the numbers by which they are represented. In the regular list Victor Herbert and his orchestra have a charming number in "L'En-core," a brilliant instrumental duet by Victor Herbert for the flute and clarinet, and a Slavic march by Tschaikevsky. Marie Narelle, whose singing of Irish songs has made her famous the

world over, sings "Killarney" with her usual charm. It is a splendid record.

The latest list issued by the Universal Talking Machine Co. contains a dozen double discs of the popular vocal and instrumental hits of the day. They are up to the usual Zonophone standard and cannot fail to win general approval and consideration.

The Columbia Phonograph Co. make a splendid showing in their September list. The 10 and 12-inch Symphony departments present numbers by Bettina Freeman, mezzo-soprano, of the Boston Opera House; Giuseppe Pimazzoni, baritone, and Celestina Boninsegna. As will be seen elsewhere each artist is represented by vocal double discs of compositions of world-fame. The list throughout contains many of the leading vocal and instrumental numbers of the day—two novelties are dramatic readings of "Lasca" and "Sheridan's Ride," by Edgar L. Davenport, the well-known actor. They are listed on one double disc. Readers should not overlook the roster of Columbia two and four-minute Indestructible cylinder records.

NEW COLUMBIA DEALER.

(Special to The Talking Machine World.)

Harrisburg, Pa., August 2, 1910.

Joseph Goldsmith, a new Columbia dealer, has opened a fully equipped store here, and judging from the size of his initial order he is expecting to do a large business. His stock was supplied by the Columbia Co.'s wholesale branch in Philadelphia.

ACTIVITY WITH NATIONAL CO.

The factory of the National Phonograph Co., Orange, N. J., is busy in all its departments. There was a meeting of the executive board August 3, at which matters of importance to the trade were disposed of, questions that have been held in abeyance for several months.

General Sales Manager Dolbeer started August 6 for a vacation of three weeks. C. H.

Wilson, general manager, who has purchased a farm in New Jersey, has been spending his week-ends at the property, and therefore will probably not go to Saratoga, N. Y., in the neighborhood of which he also has a highly cultivated farm.

NEW USE FOR THE TALKER.

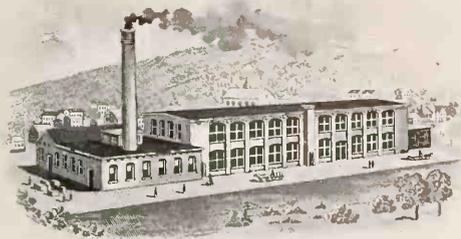
How Cows Are Benefited by the Use of Music from the Phonograph.

According to a dispatch from Marquette, Mich., J. M. Longyear, who has a farm at Ivy Lake, near there, has inaugurated a new "stunt" in utilizing music as a means of stimulating the quantity of milk received from his cows. During the confinement of the cows in tightly screened barns these summer days he has relieved the monotony of cud chewing and milk producing by the interspersing of a variety of selections played on the phonograph. Mr. Longyear says that the soothing effects of music judiciously administered during the milking time have been found to be especially successful with cows under official tests and several butter records claimed by his farm are credited to the influence of the phonograph.

In view of the foregoing it is now up to the local dealers to look after the farmers in their locality as good prospects.

FOR THE BENEFIT OF VICTOR DEALERS.

Late last month the Victor Co. sent out advices to their dealers, making a reduction in price on Victor record cabinets. They have taken this step in order to clean up their stock, as they say, "It is impossible for us to undertake, for the time being at least, any further manufacture or promotion of the record cabinets themselves." They also call attention of the dealers to their record exchange proposition and "second-hand license system," which provides a most convenient means of quick moving of second-hand or shop-worn machines on the dealers' hands for more than a year.



The New John M. Dean
NEEDLE FACTORY
AT
PUTNAM, CONN.

With a capacity of two million needles a day.

We can now offer the trade an unusual Needle proposition packed under the "Puritone" trade-mark or in special "individual" envelopes. No better Needles at any price. Deliveries prompt, prices fair.

Let us send you samples and quotation on your requirements

WHAT IS YOUR ADDRESS?

JOHN M. DEAN

(Formerly at Lowell, Mass.)

PUTNAM, CONN.

Memorize this Trade-Mark.



Acknowledged the best and fastest selling needle on the market.

TIMELY TALKS ON TIMELY TOPICS

According to a report from London printed recently no record of King Edward's voice is among the many gramophone records of the voices of famous men preserved at the British Museum. Just how very important this may be it is not pretended to say. Among the other developments of the talking machine trade is that an effort has been made to record the voices of the so-called leading people of the world. Doubtless the majority of these people have poor voices for recording, and therefore those responsible for "gathering" these voices for the delectation, if not the enlightenment, of posterity, were not altogether enamored as to the practical success of such recording work.

This reminds the writer of what the manager of a recording laboratory recently observed regarding "talent" who are confident they will set the world afire on the record proposition. The gentleman in question is placed in the front rank by his compeers, and when *The World* asked about the work of certain artists, he briefly used the short and expressive word commencing with the letter R. The recorder in question is rather frank in his opinion regarding "talent," because he has probably had as many people scheduled in this class apply for a "test" as any man in the business, and therefore he is competent to pass judgment on the worst and the best. And he does, sometimes with brutal candor, but no one takes exception to his criticism. He is considered an authority, and his endorsement and approval mean a whole lot to the aspirant for record honors.

"You would be surprised to know the number of people who believe they have voices particularly adapted for making records. As a rule they are a disappointing lot, and even the so-called great artists do not come up to the mark. A woman's voice is one of the hardest to record, but nevertheless a bunch of them apply for 'tests' who are no more fitted for the ordeal—and an ordeal it is—than—well, anything you may imagine. These applicants have not got the timbre, often sing off key, and then what can you say? We give everybody a chance, thinking we will make a 'find,' but the 'finds' are rare. That is the reason why the names of popular singers appear so often. After they have learned how to pitch their voices and know what volume is required to make a really possible 'master,' why, they are hard to displace. To be perfectly frank, we need them as bad as they want the engagements."

Fortunately, litigation, which has at times disturbed the "primrose path" of the trade, is now quiescent. It is true suits are not lacking, but it may be said that the issues at stake are not of a disturbing nature, to express it mildly. For years the suits in court "raised the roof," so to speak, but as the basic cases have been about adjudicated the minor troubles relate more to the enforcement of the decrees than anything else. It would be expected, of course, that these proceedings would cause more or less friction, but in view of the vast interests involved the settlements have been arranged on a basis honorable and satisfactory to both sides. Other suits of a minor nature may be pending or even "on the calendar," but they are not of a nature to cause much uneasiness excepting when direct violations of signed contracts or agreements are involved. "Damage" suits are in the air, but the issues involved are so personal as not to bother the trade in the most remote degree.

"It is my misfortune to happen in very frequently at places where they own a talking machine," said the city salesman. "I hate talking machines, but my enforced acquaintance with them has caused me to observe one thing. It is harder for the average person to get the singing pitch from a talking machine than from any

other musical invention. Born singers may find a talking machine useful in their study of music, but the person who has hard work to carry a tune except in the most favorable circumstances will seesaw up and down the scale before he finds the home note. Just step into any roomful of people where a talking machine is spouting some popular song that sets everybody humming. The discord is painful. With a piano or orchestra or the human voice to lead them no doubt most of those merry souls could chime in without disgracing themselves, but the talking machine breeds a medley in every key and register," says a veracious writer in the *New York Sun*.

Regarding the above flippant paragraph, written in the usual self-sufficient and intolerant vein of the daily newspaper, when a little knowledge is really a dangerous thing, an expert in this line said: "That shows just about how much that fellow knows. It is true when we sell an Auxetophone or Victrola, we show the purchaser how to make the pitch for any vocalization. This is purely mechanical and has nothing whatever to do with the music. Why, the very best instructors not only employ the talking machine record for the benefit of their pupils, but they frankly acknowledge it is indispensable. A music teacher can tell a student just how to control the vocal chords, how to enunciate and all that, but when it comes to the actual singing, unless they possess a marvelous voice, they are at a loss to give the proper rendition of the music. Possessing the records, they select certain interpretations of famous compositions by celebrated artists, and instruct the embryo artist to follow and practice unremittingly along the vocal lines reproduced from the record if they wish to attain the highest and best form of expression. You would be surprised to know the number of the girl schools of this country which consider the record the most reliable and uniform standard they can follow without unconsciously adopting or unconsciously falling into a meretricious style of singing."

Now that the "big fight" is history, a chronicler of the event on the spot says: "Right here it ought to be stated, with all respect to an honorable profession, that Jack Johnson, the prize-fighter, plays a seven-foot bass viol. He has all the Southern darkey's love for music, and when he isn't sawing away on that big rough box of a musical instrument he is listening to operatic records on a reproducing machine." Fortunately, the advertising departments of the record manufacturers are not "sporty," or they would soon have the brand on the goods blazoned everywhere. However, as "music hath charms to soothe the savage breast," this precious information about the champion heavyweight is to be received with thanks.

Perhaps it is hardly believable that people live—intelligent, progressive and wide awake at that—who are so indifferent to a musical performance in a theater that they will never attend, unless as a matter of compliment to a friend or to be agreeable. An evening so passed is regarded in the light of an unmitigated bore. Well, such folk are known, and in this category may be placed Geo. H. Ely, treasurer, and one of the two chief owners of the Charles H. Fuller Co., the veteran advertising agency of Chicago. It is said of Mr. Ely—a typical Chicago man in every sense of the word for business action and activity—that if he consents to attend a theater as a social courtesy he invariably falls asleep. It does not appeal to him, though it may be the liveliest kind of music. He possesses a Victor machine, however, at his home, and has quite a library of Red Seal and other Victor records, operatic predominating. For hours of an evening Mr. Ely will play record after record, perfectly entranced, and what is more, in a spirit of quiet enthusiasm. The

music is of such an appealing nature that the business cares and complications of the day are entirely forgotten, and at the expiration of this regular session he feels completely rested and refreshed. This is only one concrete example of what benefit high-grade records have over sensitive organizations, and doubtless there are thousands of whom, if known, the same experience could be related.

The customs and habits of our Spanish-American brethren, as recited in the correspondence and actual experience of American record manufacturers seem amusing in view of the formal manner in which certain things are treated and regarded in English-speaking countries. As an example, E. N. Burns, manager of the Columbia Phonograph Co.'s export department, last month talked most interestingly about the character of Cuban music. The story should be read to be fully appreciated, especially that portion in which he tells how the Cuban arranger or composer—whether he may be called or styles himself in the realms of music—will take an operatic score as his theme, turn it into syncopated tune with results that would astonish the writer of the original work. Mr. Burns cites selections from "Cavalleria Rusticana" and "Madame Butterfly," treated a la Cubana, remarking in connection therewith: "When we have these records finished I intend sending Mascagni and Puccini a set, giving a brief description of their origination, and see what they will have to say."

O. K. Houck, of the O. K. Houck Piano Co., Memphis and Nashville, Tenn., is described by one of the attaches of the National Phonograph Co., Orange, N. J., as one of the best all around dealers in the country, not only in phonographs, etc., but pianos, musical instruments, etc. Years ago, long before his piano and music house was established, and for lack of a better opening he worked as a section hand on a Southern railroad. His aptitude for work, unflagging industry and attention to what had to be done, won him friends and promotion. Mr. Houck at the time had acquired a sound education and his rise was rapid. In his stores he has established a rule that politeness to customers—not wearying attention—shall always be followed, even if no goods are sold. If present, he finds time to say a pleasant word or two to such people when about taking their departure. The result is that nine times out of ten the prospect returns and the sale is closed. In his talking machine department every facility for demonstrating goods is provided, and from what can be learned this branch of his business turns in a neat profit steadily. As the narrator phrased it, Mr. Houck is a model for any dealer who aims to maintain a successful business.

That the Columbia Phonograph Co., General, are happy over the great vogue obtained for their double-disc records is strongly evidenced by the pleased manner and optimistic tone in which every department make their reports to General Manager Lyle. Recently George P. Metzger, the capable and versatile chief of the company's advertising and publicity department, submitted several unusually striking and effective show cards that struck the exacting fancy of Mr. Lyle as "just about right." As his chief passed his complimentary judgment, Mr. Metzger added: "The only thing now desired in the product of the company to make everybody happy is to devise some means of molding a record on the inside of the Indestructible Columbia and find a way to play it." At this point the genial general manager laughed merrily, and observed for the benefit of *The World*: "Don't forget to give Metzger credit for that great idea."

You won't meet any autos in th' straight an' narrow path.

A store full of customers does not necessarily make a successful merchant. The bank account at the end of the year is what tells the story.

If an employe is dissatisfied, either meet his complaint or let him go.



Columbia
Records

**LINA
CAVALIERI**

The famous Italian Soprano
Sings exclusively for the

COLUMBIA

*In these records every note is clear, true and
musical = the soprano voice at its best*



HERBERT SIMPSON MAKES GOOD.

Graduate of the Victor Publicity Department Scoring a Great Success with Distinguished Manufacturing Houses in New York City.

Perhaps no greater tribute can be paid to the growth of the Victor Talking Machine Co. than to call attention to some of the young men who have received their business training with that wonderful organization, and have since "made good" in responsible positions—some with the Victor Co. itself, some with Victor distributors and others with companies outside of the talking machine business.

A striking example is Herbert Simpson, who resigned his position as assistant advertising



HERBERT SIMPSON.

ing manager of the Victor Talking Machine Co. last February, to take charge of the advertising of several piano manufacturers in New York City, among whom is Kohler & Campbell, one of the largest and most progressive piano manufacturers in the trade.

Mr. Simpson was with the Victor Co. for four years, going to Camden, after working for a number of years in the office of a New York advertising agency, where he became acquainted with H. C. Brown, the advertising manager of the Victor Co., who later secured him for his assistant.

ANENT REPAIR PARTS AND SUPPLIES.

The Talking Machine Supply Co., 400 Fifth avenue, New York, have just issued a very complete and comprehensive jobbers' "Price List for Repair Parts and Supplies for Use in Talking Machines," for the season 1910-1911. The parts and general line of supplies, essentials and requisites are adaptable for all makes of machines, etc., to which especial attention is directed. This price list is useful for reference, the information furnished being practical and useful.

The needle sample book that the Talking Machine Supply Co. distributed last month at Atlantic City, N. J., as a "Souvenir of the Convention," displays fourteen different models in a neat and compact form. The book is substantially bound in cloth and is in such form that a jobber will retain it, not only for its handsome appearance, but from a utilitarian point of view. Max Landay, in distributing the souvenir with his compliments, was also complimented in return on his clever idea. Jobbers not present on the occasion and desiring the souvenir will be promptly supplied on application to the company.

PIANO MEN HANDLING TALKERS.

Those Piano Dealers Who Have Put Aside Prejudice and Conservatism Have Found That Talking Machines Fit Well into the Piano Store—New Hornless Machines Compare Most Favorably with Pianos—Dealers Who Have Taken on the Columbia Line and Are Glad of It—Grand Opera Records the Favorites with the Purchasing Public.

The talking machine manufacturers have been presenting vigorous arguments to the piano trade to induce them to set aside prejudice and conservatism and catch on to the growing feature of the music business. The advent of the hornless machines—models of appropriate design, beautiful workmanship and high sound-reproducing attainments—undoubtedly ranks the line with any musical instruments extant, and what is more they are absolutely unique in that they embrace the whole field of music, trespassing on no division or class. Owing to the apparent reluctance of many piano men to recognize the talking machine line, it is interesting to have the experience of those piano men who have handled the goods.

Gottfried & McMillan, of Joplin, one of the important towns in Missouri, never handled talking machines until they were attracted to the Columbia line. They took the stand that a piano house could not afford to "monkey" with talking machines, but they have quite revised their opinions as evidenced by the following letter to the Columbia Phonograph Co.: "We take pleasure in expressing to you the satisfaction which the Columbia line has given our trade, especially the Grafonolas and the grand opera records. Architecturally, the Grafonola is beautiful and the tone quality is all that could be desired. It jumped into popularity at once and has grown into the good graces of the people right along, until to-day it is an indispensable factor in our business."

The Martin-Adams Music Co., of Wichita, Kan., writes as follows to the Columbia Phonograph Co., General, whose product they make a very strong feature of: "We have received the new grand opera records and wish to say that we are very much impressed with the sextet from 'Lucia' and the 'Rigoletto' quartet; we do not think they could be improved upon. We might further state that we are well pleased with the new Grafonolas; they are very attractive in appearance and the quality of tone is fine. We are doing a very fine business in your entire line of goods at this time and expect to increase it very much this fall, at which time we will do some advertising and pushing."

The sextet and quartet grand opera records referred to have been recorded by celebrated artists performing during the recent season at the Boston Opera House. The sextet from "Lucia," the most celebrated number in all opera, is sung by Constantino, Bronskaja, Freeman, Blanchart, Mardones and Cilla. The almost equally celebrated quartet from "Rigoletto" is sung by Constantino, Bronskaja, Freeman and Blanchart. The Columbia Phonograph Co. have been most fortunate in making such a fine recording which should be appreciated by all lovers of opera.

A renewal of trade activity is looked for early in September.

1866

1910

NYOIL

FOR

Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.

**ANOTHER "TRUST" REARS ITS HEAD.**

J. Pierpont Morgan and other captains of industry in his class have organized what is known as the "Single Service Package Corporation of America." Its purpose is to buy and control all the patents covering the machinery in the manufacture of paper boxes and other containers. The list includes the cartons for cylinder talking machine records. Scouting a "monopoly," the New York World, as usual, gets up on its hind legs and howls to the extent of two columns and a front-page "spread head."

MAX LANDAY SUMMERING AT ARVERNE.

Max Landay, of the Talking Machine Supply Co., New York, is summering at Arverne, facing the broad Atlantic, on Long Island. He runs in and out of the city daily. Max expects to make an early trip through the West in the fall.

HAWTHORNE & SHEBLE AFFAIRS.

A meeting of the creditors of the Hawthorne & Sheble Manufacturing Co., bankrupts, was held at the office of the referee in bankruptcy, Joseph Mellors, 528 Walnut street, Philadelphia, Pa., at 2 o'clock p. m., on July 25, to consider and pass upon the trustee's first account, to consider the declaration of a first dividend and such other business as may come before the meeting. Later a dividend of 5 per cent. was declared payable August 10.

PRESIDENT EASTON'S HASTY TRIP.

Edward D. Easton, president of the Columbia Phonograph Co., accompanied by Mrs. Easton, sailed for Europe on July 16 on a pleasure trip. They visited England, Italy and some other Continental points, arriving home again August 3.

The Sonora Phonograph Co. last week began filling quantity orders on styles O, A, B and C of their new catalog. Shipments on styles F and G will be made in a week or so.

THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF

ELECTRIC-PLAYERS

MADE BY

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

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

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

Your prospective Grafonola customers are just now good and plenty ripe for making comparisons. Make them make 'em!



Columbia Phonograph Co., Tribune Building, New York.

TWO MILLION NEEDLES A DAY!

That is the Capacity of the New Talking Machine Needle Plant of John M. Dean, Who Has Recently Opened Up in Putnam, Conn.—A Description of This Admirably Equipped Establishment—Was Formerly Located in Lowell, Mass.—Is Worth Careful Reading.

(Special to The Talking Machine World.)

Putnam, Conn., Aug. 4, 1910.

With a capacity of 2,000,000 talking machine needles a day, John M. Dean recently started his new factory in this city. Mr. Dean is a well-known factor in the talking machine world, being for many years at Lowell, Mass., where he started with the industry in the manufacture of needles. Beginning in a small way, he has grown with the rapid increase of the trade, and with the new factory just opened, undoubtedly stands pre-eminent in his sphere. His constant aim is not to see "how many" needles can be produced, but to see "how good" they can be made, as experience has taught him that the trade would rather pay a little increase and secure a better article, if they had to pay more, but there is one particular accomplishment that Mr. Dean prides himself on, namely, to furnish the highest grade needle at exactly the same cost.

It has taken great study and experimenting to perfect an organization to manufacture this class of needle, but that the object has been worthy of attainment is best cited by glancing through his order book, when the names of the biggest and best jobbers in the world are seen frequently.

Now that Mr. Dean has outgrown the Lowell plant and doubled the output, with modernized methods, he is in an exceptional position to furnish needles, either under the famous "Puritone" trade-mark or in envelopes printed to order, packed in any way desired. All the extra envelope printing is done gratis and he invites the trade to send for samples, and a quotation on requirements will prove undoubtedly profitable to the purchaser.

The factory is built of brick, with concrete floors, the main building being 100 x 50 feet and of two stories height. The annex is 50 x 60 feet. It's a "daylight" factory, as every corner is as light as by a window. On the first floor of the main building are the wire storehouse, the various machines for "working" the wire, automatic hardening machines and other machinery. The automatic hardening machines are of special construction, designed to harden the various types of needles to the proper degree. This insures the perfection of the most difficult portion of needle production, guaranteeing that each needle will be absolutely O. K.

On the power end is a 125-horsepower gas-making plant, a 100-horsepower four-cylinder (vertical) engine (tested to 200 horsepower), heating plant, and other minor machinery. Gas is the best fuel for hardening, as every needle can receive an even amount of heat.

On the top floor is the polishing apparatus, the standard method which has been tried and found true for 75 years; envelope department, counting force, stock room and shipping department. The smallest needle they make is 10-1000-inch in diameter, $\frac{3}{8}$ inch long, and they run from this in quarter and half sizes to $\frac{1}{4}$ inch diameter and 10 inches long.

Sixteen different styles of talking machine needles are made, all tones, and in the "Puritone" list are the following seven styles: Loud Tone, Opera, Exhibition, Symphony, Ideal, Soft Tone and Spearpoint.

Putnam is a railroad center, transferring freight for 126 New England stations, and is on the main line to New York and Boston. Consequently shipping facilities are on par with the "quality" needle output of the new Dean factory.

L. C. Zigler, for about eight years connected with the retail department of the Columbia Co., resigned recently and has gone into the talking machine business for himself in New York.

TO CONTINUE AS JOBBERS.

Reference to Boston Cycle & Sundry Co. in Membership Committee Report Not True.

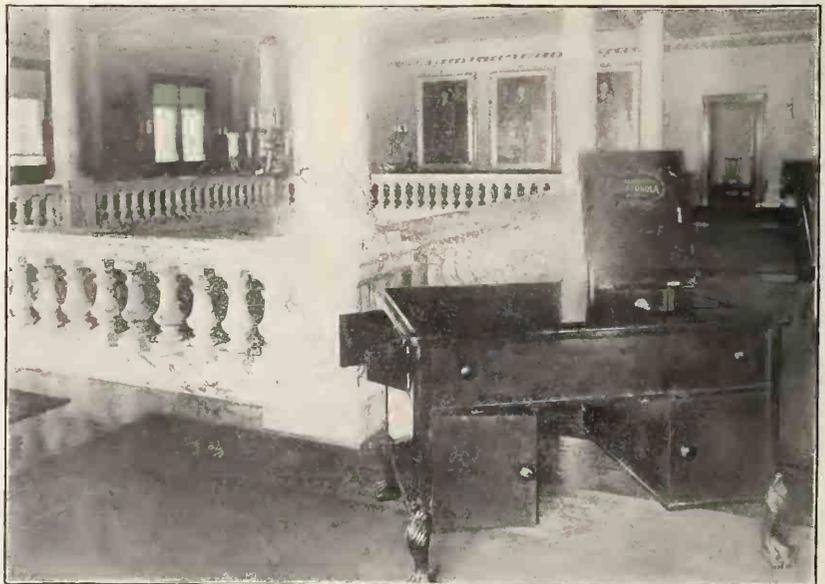
(Special to The Talking Machine World.)

Boston, Mass., August 10, 1910.

The Boston Cycle & Sundry Co. have no intention of going out of business, nor did they resign from the Jobbers' Association, as given out in a report appearing in the July number. Furthermore, the dues of this house are fully paid, and Charles R. Cooper, manager of this department, who was present at the convention and tried to have this false report corrected, says extra efforts will be made in the promotion of Edison business to make a banner year. While it is through no fault of The World, the item appeared in the official convention report, we trust this correction allays all possible harm that might accrue from that report.

Nothing grows faster than the habit of depending on others.

THE GRAFONOLA "REGENT" IN CLUBLAND.



On entering their new home early in July, the Acacia Club, Williamsport, Pa., installed a Columbia Grafonola "Regent." The accompanying illustration shows the "Regent" in its new surroundings. Every little while brings fresh acknowledgments of the Columbia Grafonola as a perfect musical entertainer. In a letter to F. G. Sweet, the Columbia dealer for Williamsport, from John G. Hess, secretary of the Acacia Club, expressing the club's appreciation, he said: "We are well pleased with the 'Regent' Grafonola pur-

chased for this club. This instrument was selected for the volume and purity of tone and its artistic design. It has proved a very popular and valuable acquisition to our furnishings, and appears to be peculiarly adapted for club use."

Thos. K. Henderson, manager of the Columbia Phonograph Co.'s Philadelphia store, initiated this sale and while in Williamsport disposed of a Columbia Grafonola "Mignon" to a prominent local church. He is certainly making some big sales these days.

FIBRE NEEDLES

bring satisfaction.

Satisfaction

brings new customers and holds
old ones.

Customers

bring money.

Money

brings happiness.

Get Busy with the Fibre Needle

“B. & H.” FIBRE MFG. CO.

33-35 W. Kinzie Street

Chicago, Ill.

The Columbia Grafonola "Regent" is everything a musical instrument ought to be, and several things no other musical instrument can claim to be. It will help you make your business all that it can be.



Columbia Phonograph Co., Tribune Building, New York.

CINCINNATI'S BUDGET OF NEWS.

Preparing for Fall—Aeolian Co. Formally Open Victor Department—Milner Musical Co. Praise Edison Offer—Other Items of General Interest Worthy of Recording.

(Special to The Talking Machine World.)

Cincinnati, O., Aug. 3, 1910.

Talking machine men in this city are now devoting their energies to preparing for the fall campaign. There has been but very little business transacted locally during the past month, the weather and the vacationists being responsible for the slump.

The Aeolian Co. formally opened their Victor Talking Machine department this morning. It occupies one of the large rooms formerly used as a piano salesroom. Three soundproof record booths are in place and these have been equipped with small electric fans. These booths are of white enamel, with mahogany doors. The firm also have a demonstrating room for the Victor Victrola. Harry Meeks, who is associated with the sales force, is to sell Victrolas exclusively. L. H. Abaus, who has had some experience in the talking machine line, having formerly been connected with the Rudolph Wurlitzer Co., will have full charge of this department. They have sold three Victrolas this week, and from the present outlook expect to do a nice summer business.

F. Laake, in charge of the wholesale stock, joined the ranks of the married employes of the Rudolph Wurlitzer Co. in the latter part of June, and was presented with a substantial token of the esteem in which the other employes hold him. He has been busy receiving the congratulations sent him by his numerous talking machine friends.

The Milner Musical Co. regards the Edison offer as being quite a boon to owners of machines of this type to acquire six amberol records for the sale of a machine to a customer. Manager Timmerman believes it should help the dealer considerably in selling machines, particularly it worked properly, and efforts made to seriously interest the newly acquired agencies. "The virtue of the entire plan," he continued, "is to place the opportunity in front of your record buyers, show them they won't have to buy records for the time being. Next fall should be the proper time to work the Edison plan for all that there is in it."

John Arnold, of Elm street, has sent in his order for Edison records and is anxiously awaiting his first shipment. He is somewhat delighted over the idea and believes it is a step in the right direction. The summer season has put a damper upon his machine business, but Arnold is looking forward to the fall campaign, sanguine in the belief that there will be a general revival.

J. E. Poorman, Jr., the Main street dealer, is waiting for the sun to become somewhat obscured so that the people will be willing to listen to free concerts without continually mopping their brows.

Before the end of another month the Lyric Piano Co. will have their new department for Victor machines and records in operation. Manager W. H. Stever has already dedicated it "The Talking Machine shop."

G. T. Williams, manager of the New York Talking Machine Co., 83 Chambers street, reports business as good, despite the torrid weather. They had visits from a number of jobbers en route home from the Atlantic City convention.

CAMPBELL WITH DORAN CO.

The New Doran Phonograph Co. Preparing for a Big Campaign—Will Have Handsome Quarters, When Completed, in Detroit.

(Special to The Talking Machine World.)

Detroit, Mich., Aug. 3, 1910.

The new Doran Phonograph Co., who bought out the Mazer Phonograph Co. a few weeks ago, are certainly making things hustle. This week Bruce Campbell, who has been manager of the local branch of the American Phonograph Co. for the past four years, and for six years previous to that manager of the phonograph department in Grinnell Bros.' branch store at Saginaw, Mich., has resigned his position and accepted a position with the Doran Phonograph Co.

The store occupied by the Doran Phonograph Co. is being remodeled, and when it is finished will be one of the handsomest in this section.

T. H. Towell, manager of the United States Phonograph Co., of Cleveland, and F. L. Fritchley, of the same company, were in Detroit last week.

WHERE THEY ARE SUMMERING.

The vacation schedule is in good working order with the office force of the New York Talking Machine Co., 83 Chambers street, New York. V. W. Moody, sales manager, has now returned, and G. T. Williams, general manager, goes to the mountains of North Carolina for hunting and along the reaches of the French Broad for fishing about the middle of August. He will remain in that delightful region of the country for several weeks. Mr. Williams' wife and son are now in the Tar Heel State.

S. B. Davega, president of the S. B. Davega Co., New York, is summering with his family at Patchogue, L. I., N. Y., and will not return until after Labor Day. Lippman Kaiser, director of the talking machine department, who has been bungalow among the lakes of Maine with Mrs. Kaiser since June 15, was "on deck" again August 1.

August 13 George G. Blackman, secretary and treasurer of the Blackman Talking Machine Co., 97 Chambers street, New York, and chief of the traveling staff, leaves for a fortnight's rest and recreation with Mrs. Blackman. R. B. Caldwell, vice-president and sales manager, will go away on a similar errand the last two weeks in August. The June business of the company was away ahead of last year, and July shows an equally good record.

George P. Metzger, manager of the Columbia advertising department, went on a vacation of several weeks August 1. Edward Cotton, his assistant, reported for duty on the same day, having enjoyed his period of rustication.

The Sapphire Record and Talking Machine Co., 30 Church street, New York, have been incorporated at Albany for the purpose of manufacturing and dealing in talking machines, records and supplies. Capital, \$100,000.

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

VICTOR CO. DISCUSS DOUBLE DISC.

Still Hold to Their Original Conclusions on This Subject—Present a Resume of the Double-Faced Disc Situation to Date.

(Special to The Talking Machine World.)

Philadelphia, Pa., August 6, 1910.

Monday of last week the Victor Talking Machine Co., Camden, N. J., through General Manager Geissler, issued a special circular letter to the trade, entitled "Resume of Double-Faced Record Situation Since Its Foundation," in which they reiterate their former position as follows:

"After twenty-four months of experience with the question of double-sided records, the Victor Co. are proud to say that, despite all of the confusion and misleading advertising which has been indulged in during this period, their original conclusions on this very complicated question were substantially correct. (See circular of September 17, 1908.) The double-sided record has failed to revolutionize our business. This form of record is very good. It is very useful, in so far as it enables the purchaser to secure the desired number of selections for less money. Unfortunately, it greatly handicaps the matter of securing a certain list of selections.

"If a specific number of special selections are required, it is sure to be necessary for the purchaser to buy more records than are required in order to secure those which he desires if they are selected entirely from a double-faced list. This condition of affairs cannot be allowed to exist, and is incompatible with first-class business method that does not fully cover the requirements of the discriminating and appreciative portion of their trade. Our trade is very largely composed of such customers. This is why we lean to quality, even though it does cost a little more money. We fully appreciate that there are always certain customers who demand bargains. We fully appreciate that there are certain selections that will always sell double-sided, but we have demonstrated beyond a possible doubt that there are other selections that sell better, and very much better as single-sided. Therefore, the much-discussed question of whether it should be all singles or all doubles is not a question at all.

"The partisans on either side are both wrong. It is not a question of whether it shall be all singles or whether it shall be all doubles, but a question of how many singles and how many doubles and how many shall be both ways. It is a matter of circumstances and the opinion of the customer. No good salesman cares to argue with his customers. He prefers to sell the customer what he wants; therefore, let the question of double-sided vs. single-sided records disappear. The fact is, the customer wants both. Accept this proper solution and save time and worry. Devote your energy to the proper proportion of stock.

"Some time ago the Victor Co. issued fifty records double-sided and allowed the same selections to remain in the catalog as single-sided records. The sales increased materially under the double-sided list and they also increased under the single-sided list. This is proof without further discussion, and we have decided from time to time to double side certain portions of our catalog which are now in singles, and we will also probably issue as singles certain portions of our catalog which are now in doubles. At first thought, it may strike the trade that this will have the effect of increasing the stock outstanding. It will not have that effect, however, if the trade studies carefully the requirements of the customer. At any rate, this is the only method by which the question can be finally adjusted. It is entirely a matter of proportion, and will take experience to arrive at that proportion. Our cut-out lists, which will now occur twice a year, will fully cover the matter of dead stock, because all the non-sellers will be taken back and exchanged for ready sellers."

No one has placed a limit on your possibilities.

COPYRIGHT CASES IN MEXICO.

Paul H. Cromelin, Vice-President of the Columbia Phonograph Co. Has Some Interesting Information on the Subject to Vouchsafe Upon Returning from Lengthy Trip—Some of the Questions at Issue—Mr. Cromelin Leaves No Stone Unturned to Ensure Victory for His Side.

After a month's absence, Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, returned to New York, and on Monday last he had this to say to The World regarding his trip:

"Copyright cases have been before the Mexican courts for several years, and it was understood that in one case, in which the Victor Talking Machine Co. was concerned, the matter had been definitely settled; that is to say, the case in question had gone to the Court of Cassation, which is equivalent to the supreme or court of last resort in any of our States. Their decision was favorable to the contention of the Mexican composers and against the American manufacturers of records. The Supreme Court of the Nation, as the highest tribunal is called, to which the case has been appealed, has now the matter under advisement. In the meantime, I took up the matter with the American Ambassador, requesting him to make a representation in protest, so far as our case is concerned.

"The question at issue in the Mexican courts has been decided diametrically opposite to what the French courts held; that is, the decision in France was in effect that the use of copyright music by record manufacturers was not in violation of the law; but when the words of a song, for example, were taken with the music, then, unless permission was given, a case of infringement was made out. The existing Mexican copyright law was passed in 1807, and, of course, the reproduction of music automatically, especially through talking machine records, was not dreamed of at that time.

"The case at issue closely follows the lines of the White-Smith Music Publishing Co. against the Apollo Co., in which, as you remember, the old copyright law was sustained as against the contention of the manufacturers of perforated music rolls. This decision led to the enactment of our present law. And, by the way, the Columbia Co. have paid out thousands of dollars to owners of copyright under this act."

FRANK L. DYER'S VACATION.

Spending August with His Family on the Beautiful St. Lawrence.

President Frank L. Dyer, of the National Phonograph Co. returned on Thursday from a week's visit with his family at Gananoque, Ontario, on the St. Lawrence, where he has taken a cottage for the month of August. He will leave again about the 19th to spend the balance of the month there. The surpassing scenery of the Thousand Islands has made of Mr. Dyer an enthusiastic devotee of motor-boating, which pastime will form his principal diversion during his well deserved vacation.

GEO. W. LYLE OPTIMISTIC

About the Outlook for the Fall as It Affects Their Business—Will Take a Trip to the Coast About the Middle of August.

Though in the dead of summer, when business in all lines languishes, the drift of talk in the trade is very optimistic for the fall. No one speaks more emphatically on this point than Geo. W. Lyle, general manager of the Columbia Phonograph Co., General, who said: "Business never looked better for our company than now, and the fall promises to be a record breaker. I will not go to Europe this summer, but about the middle of August will take a trip to the coast for five or six weeks."

The Last Word In Talking Machine DEVELOPMENT

The Resonator



NEW
ORIGINAL
PERFECT

Makes Possible the Perfect Reproduction of Talking Machine Music

Enthusiastically Received

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

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

THAT which JARS is entirely ELIMINATED

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

CUT SHOWS APPEARANCE ON MACHINE

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

PRICED TO COMPETE WITH BETTER
GRADE HORNS
REGULAR TRADE DISCOUNTS

ENQUIRE OF YOUR JOBBER OR

**THE TALKING MACHINE
SOUNDBOARD CO.**

110 West 34th Street NEW YORK

**The high-class business demands
the high-class instrument. The Columbia
Grafonola, somewhere between \$100 and
\$250, meets every local condition exactly.**



Columbia Phonograph Co., Tribune Building, New York.

THE SUCCESSFUL WINDOW TRIMMER.

Should of Necessity Be Endowed with Several Most Desirable Faculties if He Is to Obtain Results in His Chosen Calling—How the Different Faculties Are Practically Applied—Advancement in the Art Is Steady—An Interesting Article by an Expert.

"Speaking from a psychological point of view the successful window trimmer of to-day should be endowed with the following faculties, well developed, viz.: Imagination, Inspiration, originality, color, balance, constructiveness, individuality and patience, says John E. Hardy in *The Hardware Dealers' Magazine*.

"Imagination enables him to picture in his mind the work he wishes to do, without putting his thoughts on paper. Some trimmers recommend that a plan of the display be developed before placing the exhibit in the window. With imagination well organized it is unnecessary for him to do this, but instead he will picture in his mind's eye the general plan of his exhibit, and this is sufficient for the start.

"Inspiration enables him, after that start has been made, to place the various articles to be used in the exhibit where they will show to the best possible advantage. All this comes to the trimmer, as he builds up his display just as new ideas come to the mind of the artist as he paints his picture.

"Through originality the trimmer makes a display that is distinctive in design and style and that does not show the earmarks of imitation.

"Patience, and lots of it, enables the trimmer to carry to a successful conclusion many a tedious piece of work, that he would otherwise leave out of the display. Patience without doubt is one of the greatest assets a trimmer can possess.

"Balance concerns the placing of articles used in a display so that the exhibit will not appear to be one-sided, or top-heavy at any particular point. A well-balanced display is absolutely necessary at all times. A proper interpretation might be, 'A place for everything and everything in its place.'

"The day is not far distant when the window trimmer, as he is now termed, must be something more than a mere trimmer. He must add the qualifications of a decorator. A color scheme of draping the bare walls of a window with either cloth or paper will tend to bring out the beauty of an exhibit and make it more attractive to the general public, than the old style of trimming. Harmony in color is another valuable asset to possess.

"Show windows that have a solid background have a decided advantage over any other style of window, for it is the foundation on which is built the successful and up-to-date window display. Fully two-thirds of the time occupied in putting in an up-to-date display should be spent on background work, so it may be attractive and magnetic enough to stop the passerby and make him feel that he wishes to gain by closer inspection what he cannot obtain by a casual

glance. Painstaking care must be exercised in placing articles in the background exhibit, for any discrepancies are more noticeable here than in any other part of the display. 'What's worth doing at all, is worth doing well' applies particularly so in this instance.

"Do not try to see how many articles you can crowd in a display, but instead place everything so that it may be thoroughly inspected by the beholder.

"Lighting is another matter of importance. An over-lighted window is as bad as a window without sufficient light. Use frosted globes where a quantity of electric lights are to be used; and where they meet the eye directly, see that they are of low candle-power. There are other artifices used to tone down a window display, and to give it that soft or mellow appearance which adds greatly to its general attractiveness.

"It should be the earnest endeavor of every window trimmer or decorator to increase the advertising value of his displays by making them of a superior quality. The possibilities along these lines are limitless. It is possible that he may be handicapped on account of expense, but the earliest moment that he can show his employer that he is getting value received, so much sooner will the handicap be removed. It is exceedingly hard at times to judge whether any particular display is paying its way or not. This may be gauged somewhat by the increased sales throughout the year, but even this is hardly a fair judgment, for though windows may draw the business into the store, it rests largely with the salesmen on the floor whether it is taken care of, and whether a sale is made.

"Picture displays possess an advertising value not found in any other style of trimming and the impression on the observer is more lasting.

"Not every one can trim and decorate a window without some practice; nevertheless it should be the ambition of every window trimmer or decorator to master his art. It is never too late to make a start. If you have any inclination for such work start at once."

THE KNIGHTS TEMPLAR CONVENTION.

Chicago Music Houses Join with Others in Decorating Their Stores for the Gala Event—A Number of Piano Dealers Expected.

(Special to The Talking Machine World.)

Chicago, Ill., Aug. 8, 1910.

It is estimated that over one hundred thousand people from all parts of the country will be in Chicago the coming week, attracted by the festivities attendant upon the triennial conclave of the Knights Templar. The city is gorgeously decorated for the occasion, triumphal arches have been erected, and the Templar Way on State street, consisting of massive pillars at short intervals on either side of the street supporting strings of green electric globes, is bewitchingly beautiful. All the leading music and talking ma-

chine stores have decorated lavishly and made special displays for the event. While it cannot be said that a great amount of business is expected from the visitors, yet everyone has specially arranged to get any business that may offer. A number of dealers are expected with the Knights.

VICTROLAS IN VERNIS MARTIN.

An Illustration of an Instrument Made in This Finish to Meet the Demand for Art Rooms—Victrolas of Great Attractiveness.

In the Vernis Martin Victrolas, made on special order only by the Victor Talking Machine Co., Camden, N. J., and selling for \$400, the entire groundwork of the cabinet is finished in pure gold, highly decorated with hand-painted allegorical or classical figures and finished with



AN ARTISTIC VICTROLA STYLE.

transparent oriental lacquer. Vernis Martin represents the highest art form of French cabinet decoration, and had its inception during the reign of Louis XV. The Victrola XVI in this style of finish is a worthy example of this high-art class of cabinet manufacture and decorations.

V. W. Moody, head of the sales department of the New York Talking Machine Co., left town July 16 to enjoy two weeks' vacation at Great South Bay, L. I., boating and fishing. He has boasted of his prowess with the rod and reel, and naturally his co-workers have not been surprised at his splendid showing in the Waltonian domain.

A DISTINGUISHED CUSTOMER

Of Landay Bros. is Mrs. Frances Folsom Cleveland, Wife of the Late President of the United States—Naturally Feel Proud of Having People of Such Eminence on Their Books.

As an indication of the class of people who call at the well-appointed establishment of Landay Bros., 400 Fifth Avenue, New York, and place orders, the accompanying check and envelope, reproduced in miniature fac-simile, from Mrs. Frances Folsom Cleveland, widow of the late Grover Cleveland, former President of the United States is indisputable evidence. The envelope postmark, through the error of the engraver, was lost in the process of reproduction;

feet distant, and we could hear and understand every word the mechanical voice uttered. The night was perfectly still and no breeze stirred. I have asked Professor Gaille for his permission to have this published in one of your magazines and he said that he would be more than pleased to do so, and asked us to have a copy of the magazine or pamphlet sent to his residence, 753 Madison Avenue, New York City. I would have sent you this little item before but have been so busy that I must admit I have overlooked it."—The New Phonogram.

THOS. GRAF ARRIVES FROM LONDON.

Thomas Graf, manager of the European offices of the National Phonograph Co., was a passenger

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)
Washington, D. C., Aug. 10, 1910.

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

JULY 18.
Berlin, 33 pkgs., \$1,252; Bremen, 2 pkgs., \$200; Carenta, 5 pkgs., \$408; Colon, 19 pkgs., \$172; Hamburg, 13 pkgs., \$303; Havana, 3 pkgs., \$289; Iquique, 8 pkgs., \$329; Liverpool, 2 pkgs., \$100; London, 78 pkgs., \$1,693; Moscow, 1 pkg., \$250; Para, 26 pkgs., \$1,641; Porto Plata, 12 pkgs., \$541; Vera Cruz, 127 pkgs., \$2,166; Wellington, 455 pkgs., \$2,734; Yokohama, 40 pkgs., \$2,285.

JULY 25.
Bremen, 1 pkg., \$100; Buenos Ayres, 41 pkgs., \$1,376; Colon, 12 pkgs., \$213; Havre, 19 pkgs., \$2,168; Liverpool, 1 pkg., \$100; London, 6 pkgs., \$125; Manila, 7 pkgs., \$465; Manzanillo, 3 pkgs., \$264; Milan, 8 pkgs., \$224; Para, 30 pkgs., \$2,583; Rosario, 32 pkgs., \$968; Stockholm, 12 pkgs., \$725; Trinidad, 12 pkgs., \$278; Vienna, 4 pkgs., \$198.

AUGUST 1.
Berlin, 3 pkgs., \$152; Colon, 5 pkgs., \$142; Dublin, 2 pkgs., \$400; Havana, 8 pkgs., \$1,457; Kingston, 3 pkgs., \$112; London, 4 pkgs., \$7,226; Milan, 6 pkgs., \$184; Nassau, 2 pkgs., \$158; Port Barrios, 2 pkgs., \$134; Santos, 13 pkgs., \$1,338; Savanilla, 7 pkgs., \$270; Sydney, 6 pkgs., \$720; Vera Cruz, 177 pkgs., \$7,226.

AUGUST 8.
Algoa Bay, 4 pkgs., \$172; Cartagena, 5 pkgs., \$625; Curacao, 135 pkgs., \$318; Georgetown, 3 pkgs., \$370; Havana, 15 pkgs., \$1,885; Havre, 1 pkg., \$200; Kobe, 3 pkgs., \$249; Lima, 5 pkgs., \$850; London, 113 pkgs., \$3,494; Manila, 52 pkgs., \$3,271; Moscow, 8 pkgs., \$225; Nipe, 2 pkgs., \$132; Para, 6 pkgs., \$249; Rio de Janeiro, 9 pkgs., \$556; Shanghai, 7 pkgs., \$236; Singapore, 4 pkgs., \$165; Trinidad, 12 pkgs., \$682; Valparaiso, 11 pkgs., \$436; Vera Cruz, 187 pkgs., \$749.

THOS. TAGGART BUYS A COLUMBIA.

(Special to The Talking Machine World.)
Indianapolis, Ind., Aug. 8, 1910.

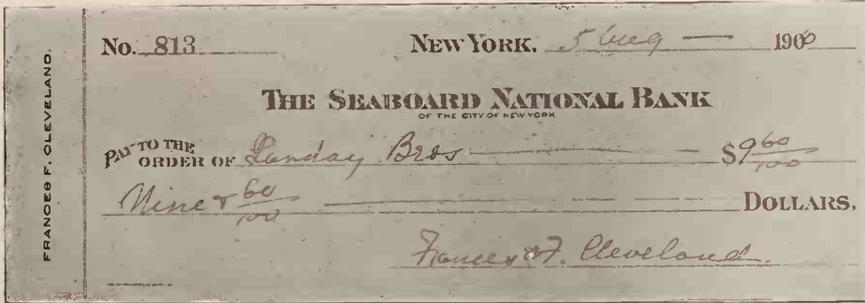
Thomas Taggart, former chairman of the National Democratic committee and a power in Indiana politics, was one of those who bought a talking machine for his summer home at the Indianapolis store of the Columbia Co. and had it shipped to Cape Cod, Mass. Mr. Taggart is partial to talking machine music, and his family, which consists of one son and several daughters, is with him on the question. Mr. Taggart is said to prefer catchy songs and light opera pieces.

"BLUE LABEL" COLUMBIA RECORDS.

A new series, which will be known as "Blue Label" records, has been created by the Columbia Phonograph Co., General, New York. The first lot of three 10-inch and one 12-inch records goes out with the October list.

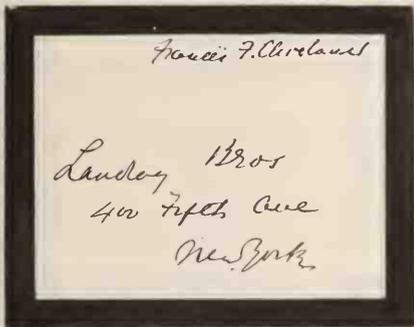
The Redewell Music Co., of Phoenix, Arizona, suffered a severe loss from fire last week, losing the contents of their piano and player departments, amounting to a loss of over \$25,000.

The moving picture business in Indianapolis during the last month has moved along without molestation by the city authorities and others, except that the Rev. E. T. Greenleaf, an Indianapolis minister, has declared that he will investigate the moving picture business. He believes children should not be permitted to see pictures of murders, robberies and pocketpicking, and men luring other men's wives away from their homes, and declares that he will attempt to get the aid of Mayor Shank in putting an end to such business.



MRS. CLEVELAND'S CHECK.

otherwise the writing is complete as showing the well-known hand of the highly esteemed lady, who, during the administration of her distinguished husband, presided so graciously in the White House as the "first lady in the land."



ENVELOPE IN WHICH CHECK CAME.

Landay Bros. are very proud of the check, even if it stands for only a small amount, and therefore The World is pleased to thus show it to the trade at large.

A VACATION EXPERIENCE.

The following incident, which was related by R. P. Bird, of the New York office of the Atchison, Topeka & Santa Fe Railway System, as having occurred during his vacation spent in Jeffersonville, Sullivan County, N. Y., last year, furnishes incontrovertible proof of the extraordinary strength and clarity of tone projection of the Edison phonograph, and is, moreover, a distinct tribute to the perfect enunciation of its records. It is understood, of course, that the natural acoustics of the place were responsible for the machine being heard at so very great a distance, but if the phonograph itself were not mechanically perfect and the records of superior quality in every essential of recording and reproduction it stands to reason that at the distance it would have been impossible to distinguish a single word that might have been uttered. We quote Mr. Bird's own statement:

"A party of us were sitting on the piazza of the Jeffersonia one evening and were very pleasantly entertained by the music of an Edison phonograph which was being played at the summer residence of Prof. August Gaille. Professor Gaille's residence lies diagonally across a deep valley from the Jeffersonia, approximately 3,000

feet distant, and we could hear and understand every word the mechanical voice uttered. The night was perfectly still and no breeze stirred. I have asked Professor Gaille for his permission to have this published in one of your magazines and he said that he would be more than pleased to do so, and asked us to have a copy of the magazine or pamphlet sent to his residence, 753 Madison Avenue, New York City. I would have sent you this little item before but have been so busy that I must admit I have overlooked it."—The New Phonogram.

McCHESNEY'S SUMMER STORY.

L. C. McChesney, manager of advertising for the National Phonograph Co., returned on Saturday with his family from a two weeks vacation spent at Eagle Lake in the Adirondacks. As an illustration of the extent to which the high cost of living has affected temporary residents of the North Woods, Mr. McChesney informs us that one lonely little pound-and-a-half bass, caught under his observation, cost the lucky (?) fisherman \$4.00—\$2.66 per pound. The suspicion that Mr. McChesney might be the fisherman in question is groundless, for those who are aware of the gentleman's prowess in the field of Isaac Walton know that he would scorn to even land such small fry.

IMPORTANT NATIONAL CO. NEWS

Before going on his vacation recently, F. K. Dolbeer, sales manager of the National Phonograph Co., Orange, N. J., advised The World as follows: "Under date of July 15 we issued a sales department bulletin, notifying the trade that on or about August 1 we would be prepared to supply the trade with a Music Master Wooden Cygnet Horn, one size only, either as an extra or as a part of the regular machine equipment in oak, mahogany, spruce or inlaid pearl; and in this connection would state that the replies from the trade are very satisfactory, and the orders are coming in so strong that it is quite likely that we will have to very materially increase the manufacturing order at a very early date. This style of equipment for our regular type machines ought to prove very satisfactory to the trade, and we believe will give excellent results.

"On August 6 we sent to the trade an announcement calling their attention to Amberol record No. 35,007, that will appear in our October list, which is the first of a series of four made by Mme. Sarah Bernhardt, the famous French artist. They have been obtained under a considerable expense, which gives us exclusive rights to her services for making records. The three additional numbers will appear in November and December, 1910, and January, 1911, monthly lists. For several years the various companies have been endeavoring to obtain the services of Mme. Bernhardt without success, and we are quite sure that these records will take very well."

FROM OUR CHICAGO HEADQUARTERS

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

Passing of the Trade's Dullest Month—August Has Opened Up Most Satisfactorily—Crop Conditions Make Splendid Showing as Compared with a Month Ago and Jobbers Are Well Satisfied with the Outlook in the West—B. & H. Fibre Mfg. Co. Enlarge Plant—McMurtry Takes Charge of Columbia Store in Kansas City—Samuel Levin Inventor of Permanent Disc Needle—Distinguished Members of the Trade on Vacation—Interesting Budget of News Gleaned from All Points That Will Interest.

(Special to The Talking Machine World.)

Chicago, Ill., Aug. 6, 1910.

July was, on the whole, a rather quiet month with the local jobbers. It is usually expected to be the dullest month in the year, and if the rate of increase compared with a year ago was rather less than in the case of the preceding months of 1910, it was due largely to the fact that the inevitable was submitted to in considerable degree and vacations of travelers were concentrated during the month.

Practically all the roadmen are now out in their territories, and August has opened up in a very satisfactory manner. Reports from dealers all over the territory covered by the Chicago houses are optimistic regarding the fall trade. Recent rains have improved the conditions of growing crops immensely. A big round corn crop is now assured in practically all sections of the corn belt. Even in the Northwest a spring wheat crop of much larger dimensions than was thought possible for a time is being harvested. Crops generally are going to be good, if not up to bumper figures, and the prices secured will go far to counteract any shortage felt in isolated localities. Jobbers are well satisfied regarding the outlook and are preparing for a fall and winter business fully equal to, if not considerably in excess of, last year.

Not a Branch of the Talking Machine Co.

In the last issue of The World there appeared an item referring to the opening of a new branch on Jackson boulevard by the Talking Machine Co. This was an error. The Talking Machine Co. does an exclusively wholesale business and operates no retail stores. The Talking Machine Shops at 169 Michigan avenue and 43 Jackson boulevard are owned by George and Cecil Davidson and have no connection in any way with the Talking Machine Co. The mistake was due to a typographical error arising from the similarity in names.

Plume Enters Advertising Business

E. C. Plume, one of the best known men in the western talking machine trade, resigned his position with the Columbia Phonograph Co. last month to become general manager of the C. E. Zimmerman Co., of this city. Mr. Plume started with the Columbia Co. eleven years ago in San Francisco, first having charge of their installment business in that city and later visiting the dealers on the coast. Later on he was made manager of the Portland store and eight years ago came to Chicago and had charge of the retail department of the Chicago office and branches. Five years ago he was given charge of the company's western wholesale business.

The C. E. Zimmerman Co., of which Mr. Plume has been made general manager, is a large advertising concern, backed by some of the strongest business men in Chicago, and which makes a business of furnishing merchants and bankers in small towns with advertising service equal in all respects to that of large concerns able to employ their own advertising men at immense salaries or avail themselves of the services of the great agencies. In his new position Mr. Plume has charge of a large corps of traveling men and finds full play for his executive creative ability.

David S. Ramsdell, who was connected with the Chicago office of the Columbia Phonograph Co. for five or six years, until he went to St. Louis in 1907 as manager of the Talking Machine Co. of that city, but who has been engaged in another line of business for the past year and a half, is going to return to his first love. He has been appointed assistant manager of the Chicago office of the Columbia Co., and will cooperate with and relieve Manager C. F. Baer of much of the inside detail, enabling him to devote more time to the promotion of the wholesale business of the Chicago office.

Enlarging Fibre Needle Output.

When The World man called at the factory of the B. & H. Fibre Mfg. Co. a few days ago he found things in a state of temporary demoralization; the place was full of carpenters erecting new store bins, building overhead racks for the imported bamboo stock which furnishes the raw material for B. & H. fibre needles and constructing additional cutting tables. A large amount of new special machinery designed by President F. D. Hall is being installed and as soon as the improvements are completed about thirty additional hands will be employed. The grade of needle which the company have been putting out the past six months is evidently appreciated by the jobbers and dealers, as evidenced by the heavily increased business both in size and number of orders which have been received. The company are preparing for the biggest fall trade in their history.

Traveling Man in Accident.

L. H. Sperry, who covers Michigan and Indiana for the Talking Machine Co., was run over by a trolley car at Jackson, Mich., last month. Three ribs were fractured and other injuries sustained. He was taken to his home at Marinette, Wis. Latest reports are to the effect that he is getting along nicely and will probably be able to resume the road in a few weeks.

Death of Rinaldo Alden.

Rinaldo Alden, father of Earl G. Alden, of Alden, Biddinger Co., well-known talking machine dealers of Waukegan, Ill., died at Ladysmith, Wis., last month. He was the proprietor of the Alden Novelty Works at Ladysmith and was a pioneer manufacturer of organ stops.

Some Recent Visitors.

John H. Missey, foreman of the record shipping department of the Victor Talking Machine Co., at Camden, N. J., and an old Chicago boy, is spending his vacation with relatives in this city.

George D. Ornstein, manager of travelers for the Victor Talking Machine Co., an ever welcome visitor in Chicago, called on the jobbers here last month.

H. S. Conover, representing the Talking Machine Co., returned last week from a trip through the north upper peninsula of Michigan and northern Wisconsin. The journey was somewhat trying, as the smoke from the forest fires made it necessary to keep the car windows closed. However, he found general conditions quite satisfactory and dealers looking forward to a good fall trade.

Frank Madison, of the contract department of the National Phonograph Co., was in this city this week on his return from a visit to several Western points, and called on the local Edison jobbers.

"Bat" Has a Victor.

Battling Nelson, of pugilistic fame, recently bought a Victor machine and exactly 239 records from F. A. Siemon, assistant manager of the Chicago branch of the Rudolph Wurlitzer Co., and had the outfit shipped to his ranch at Obar, New Mexico.

Wiswell's Summer Retreat.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, has his family lo-

cated for the summer at Higman, near St. Joe., Mich. He week-ends there and will put in the latter half of the month fishin', swimmin' and storin' up energy for the fall campaign.

Arthur D. Geissler in California.

Arthur D. Geissler, general manager of the Talking Machine Co., is enjoying himself to the full in the mountain fastness of California. He took in the far-famed Bohemian Jinks, the medium through which America is creating a new form of nature drama, last week.

Joe Vesey, manager of the retail machine sales department, spent his two weeks' vacation tinkering around his handsome home at the sylvan suburb of Brookfield.

"Tiz-It" Success.

Kreiling & Co., manufacturers of the "Tiz-It" all-metal horn connection for phonographs, are experiencing an excellent demand for their product. A jobber, in speaking of the "Tiz-It" this week, said: "When one reviews the past four or five years and thinks of the large number of talking machines and specialties that have been put on the market, it is astonishing the few which have made a permanent place in the trade, and which have enjoyed anything but the most ephemeral existence. The Tiz-It is one of the stayers and we find a steadily growing demand."

New Demonstration Booths.

The Talking Machine Co. have just constructed a series of new demonstration booths for the accommodation of their dealers at their headquarters at 72 Wabash avenue. They are especially cool and comfortable, equipped with fans and ventilators, and yet realize the ideal of soundproofness to an extent rarely found. Green and white are the prevailing color scheme, but with mahogany beamed ceilings. A unique feature is that the glass windows between the booths, enabling the attendants in one booth to keep his eye on the others as well, are of double thickness, stationary on one side, while the other side is hinged to permit the cleaning of the glass. Both inside and outside the architecture and decorative scheme is something on the colonial order and presents a peculiarly artistic effect.

Will Help Their Dealers.

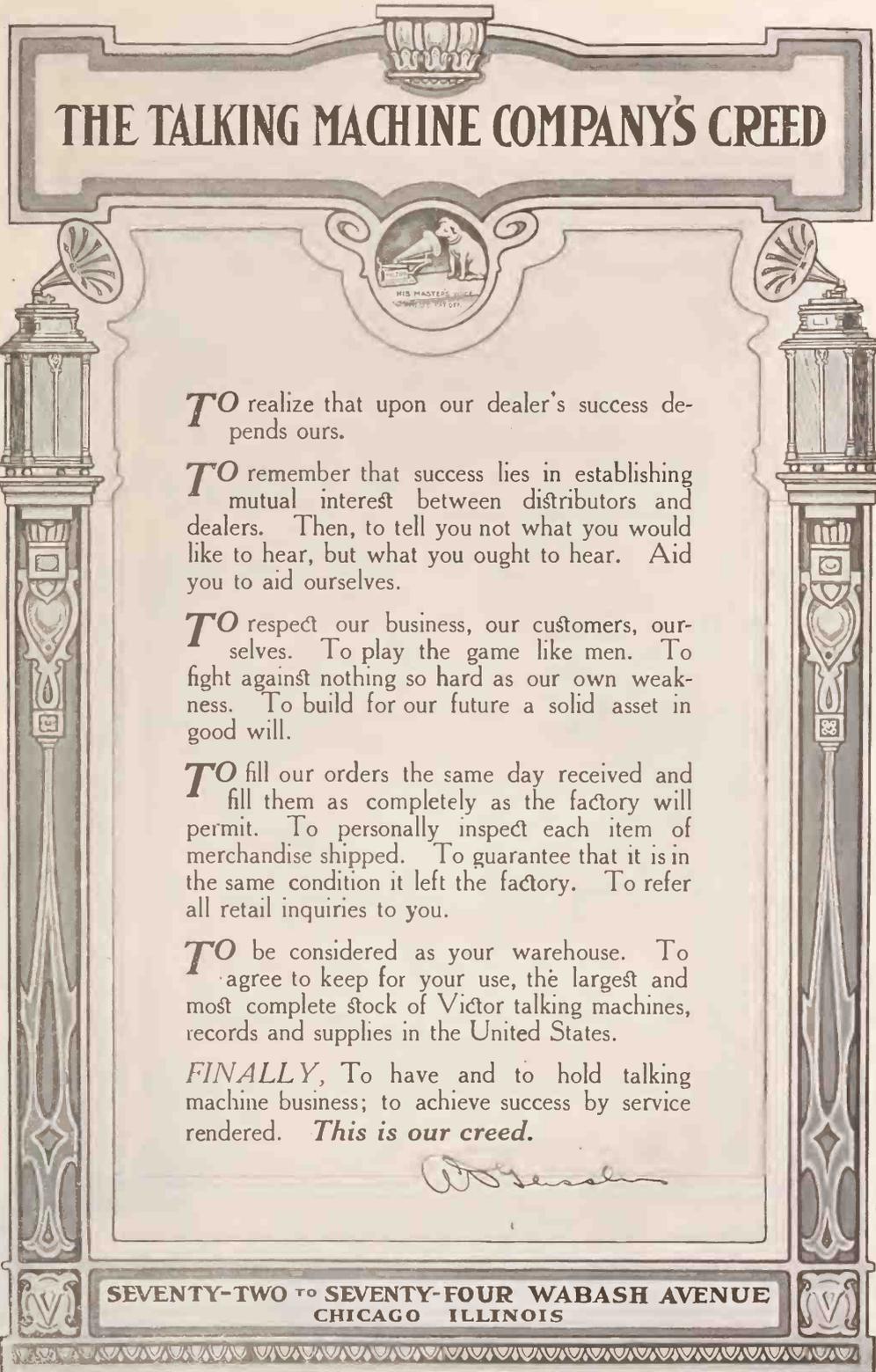
The Talking Machine Co. are prepared to furnish sectional stock shelving to their dealers at cost, having contracted for a large amount of substantially built shelving for this purpose.

The sectional cases are furnished in accordance with either of three systems, simply with horizontal shelving, with hinged covered boxes on the sheet music stock-keeping system or with drawers. This is simply one of the many ways in which the company are seeking to cooperate with their customers to help their business.

The sales force of the company are especially instructed to devote their attention to helping the dealers develop trade, and the majority of their time is taken up in working up prospects and aiding the dealers in closing important sales.

New Kansas City Manager.

E. A. McMurtry, manager of the Pittsburg branch of the Columbia Phonograph Co., will on August 15 assume the management of the Kansas City branch, one of the most important offices, owing to the excellent wholesale territory under its control, and which includes western Missouri, Oklahoma and Kansas. He succeeds C. W. Smith, who leaves the service with the best wishes of the company and a host of friends in the trade, and goes to Saerman, Texas, where he will engage in another line of business. The Kansas City branch have moved into their new location, at 1112 Grand avenue, District Manager W. C. Fubri returned a week ago from a trip to Kansas City, and says that the new store is one of the handsomest in the service. It is in



THE TALKING MACHINE COMPANY'S CREED

TO realize that upon our dealer's success depends ours.

TO remember that success lies in establishing mutual interest between distributors and dealers. Then, to tell you not what you would like to hear, but what you ought to hear. Aid you to aid ourselves.

TO respect our business, our customers, ourselves. To play the game like men. To fight against nothing so hard as our own weakness. To build for our future a solid asset in good will.

TO fill our orders the same day received and fill them as completely as the factory will permit. To personally inspect each item of merchandise shipped. To guarantee that it is in the same condition it left the factory. To refer all retail inquiries to you.

TO be considered as your warehouse. To agree to keep for your use, the largest and most complete stock of Victor talking machines, records and supplies in the United States.

FINALLY, To have and to hold talking machine business; to achieve success by service rendered. *This is our creed.*



SEVENTY-TWO TO SEVENTY-FOUR WABASH AVENUE
CHICAGO ILLINOIS

a new building in the very heart of the music district, has several handsome record rooms and a large special grand opera room. A greatly increased retail business is expected in the new location. S. H. Nichols, formerly manager of the Cincinnati office of the Columbia, succeeds Mr. McMurry, at Pittsburg, while Mr. Whalen, formerly assistant manager at Cincinnati, is promoted to the managership at that point.

The Permanent Disc Needle.

Samuel Levin, 120 Central Avenue, Highland Park, Ill., is the inventor of the permanent disc needle, and for which he has been issued a patent. Inadvertently Mr. Levin's first name was given as Morris in the last issue of *The World*. The new needle will be manufactured under the name of the Permanent Needle Co., and will be ready for shipment within the next week or so. It consists of a small garnet set in a steel shank and retails at \$2 each. The needle is guaranteed for one year, but, it is stated, will last for an indefinite period. Great interest is being shown by the trade in his new needle, Mr. Levin states, and some excellent orders have already been booked.

Some "Live" Summer Publicity.

The Aeolian Co. are using large space in the dailies, inviting the visitors to call at Aeolian Hall on Michigan avenue and rest a while and hear the Victor, in cool, comfortable, peaceful, soundproof rooms, away from the elevated and surface electric roads, where they can escape every bit of the city's roar and turmoil and hear a wonderful concert at the same time.

Lyon & Healy use a quarter page in the Tribune, with illustrations of the "Two Victors"—a Knight Templar on horseback, armed cap-a-pie, and a Victrola. A special invitation is extended to visitors to attend the concerts.

Lyon & Healy, the Aeolian Co. and Wurlitzer all offer to send a Victor to any address in Chicago on thirty days' free trial, the purchase of a reasonable amount of records being the only condition.

Lyon & Healy's Enlarged Sales Rooms.

The enlarged machines sales department and Victor Hall on the first floor of Lyon & Healy, reference to which was made last month, have been completed and are inconceivably beautiful. The decorative scheme is in the art nouveau style, and the soft, exquisite colorings and artistic decorations are wonderfully restful and pleasing. Victor Hall has been greatly enlarged, and there are now five salesrooms, all of which can be thrown into one by means of folding glass doors. The woodwork is all of oak, with furniture, desks, etc., to match. Rich draperies adorn the walls and costly rugs cover the floors. Everything is ready for the coming of the Templar hosts, and the Victor and Edison concerts, discontinued during the alterations, will be resumed Monday.

Pleased with Convention Results.

The Chicago members of the trade who attended the National Jobbers' convention at Atlantic City all returned full of enthusiasm about the convention itself and the royal entertainment furnished by both the Edison and Victor companies. Jas. F. Bowers returned more impressed than ever with the high type and character of the men composing the jobbers' association and of those connected with the great companies.

L. C. Wiswell has received from the National Co. the moving picture films of that ball game. As soon as an opportunity can be secured of showing the pictures to the local trade the films will be sent the rounds of the western jobbers.

John Otto, of the retail Edison department of Lyon & Healy, who went East with the conventioners, visited the Edison and Victor factories for the first time and was greatly interested in what he saw. He is particularly proud of the fact that he had the opportunity of a long talk with Mr. Edison and proudly displays a business card embellished with the Wizard's signature.

Secured Many Zonophone Jobbers.

R. F. Prybil, representing the Zonophone Co., recently returned to Chicago after a long trip

through the country, during which he established a number of new Zonophone jobbers. He is doing some good work in Chicago in the company's interests.

Brieflets.

C. F. Baer, manager of the Chicago office of the Columbia Phonograph Co., is spending his vacation in Colorado.

F. A. Cook, assistant retail manager at the Columbia Co., has the sympathy of his many friends in the death of his infant son, which occurred last week.

F. H. Hamden, private secretary to Manager A. D. Geissler, at the Talking Machine Co., is vacationizing at Lake Zurich and other northern Illinois resorts.

AN EXCELLENT STOCK CHECK.

Description of a Simple and Easily Installed System for Preventing the Depletion of Stock—Its Use Will Avoid Much Annoyance and Even Monetary Loss.

(Special to The Talking Machine World.)

Chicago, Ill., Aug. 8, 1910.

Both wholesalers and retailers who have at times found themselves embarrassed by the dis-

ery, etc., which usually require a certain amount of time to duplicate.

VICTOR MUST BE SOLD AS EQUIPPED.

The appended notice, of interest to distributors and jobbers, has been given their trade by the Victor Talking Machine Co., Camden, N. J.:

"Our attention has been called to a case of the Victor 'O' being altered by equipping it with a larger horn than the No. 15, using an adapter manufactured by some outside concern. This we consider is an infringement of the license under which these instruments are sold, besides being contrary to our well-founded reasons for equipping the 'O' with an odd-sized horn elbow. Note the license label, which reads in part as follows:

"No license is granted to sell or use this machine in any altered or changed condition, or with any parts not manufactured by this company."

"We do not wish the Victor 'O' to come in competition with the Victor 1st. as it must do when equipped with No. 17 or a larger horn and sold at \$19 or \$20. Again, a larger black horn is out of proportion, and makes the instrument top-heavy, at the same time destroying the color scheme. In view of the above considerations, all

RESERVE STOCK--Order Notice

When necessary to break this package of reserve stock, after all others have been used, this notice, with sample of contents attached, if possible, or full description made on back hereof, **must be returned promptly to the purchasing agent** to order new supply.

Failure to do this on the part of person breaking this package will be answerable to the manager.

THE TALKING MACHINE CO.

ARTICLE Victor Needles (Pkg.)
AMOUNT 100 Pkg.
DATE 8/15/10 BY C.H.H.

covery that they are "just out" of a certain article or commodity will be interested in a very simple and positive check on all kinds of stock in use by the Talking Machine Co., of this city, and through whose courtesy we are able to give the following description:

The accompanying cut shows a "Reserve Stock-Order Notice" which is printed on yellow Dennison tags in red ink, so as to cause them to readily attract attention.

Amounts representing the "reserve stock" of the different articles are determined by the quantity required for filling orders from a given time until the new supply will be received. This amount is then entered opposite the caption "Amount" and the name of the commodity is written after the word "Article."

A package or pile containing the designated amount of each article is made up, to which is either tied or tacked this "Reserve Stock-Order Notice," and this package or pile is known as the "reserve stock" and is placed in the rear of the bin or pile of stock and is not broken or opened until "all others have been used," at which time the date is filled in on the end of the tag and is initialed by the stock or shipping clerk opening the package, becoming now an "order notice," which is then returned to the purchasing agent to order a new supply.

The Talking Machine Co. state that since inaugurating this system they have never found themselves out of a single article of stock due to its not being ordered in time. The only way in which this system can fail, after "reserve stocks" of all articles have once been set aside, is through delay in transit or misjudgment as to the proper amount set aside as reserve stock.

This system can be used to advantage on office supplies, such as letter heads, billheads, station-

ery and without alterations in any way."

GERMANY'S NEW COPYRIGHT LAW.

The new copyright bill passed by the German Reichstag, and details of which appeared in a letter from our Berlin correspondent in last month's *World*, will become a law on September 9.

Yet it must be confessed that wit gives an edge to sense, and recommends it exceedingly.

THIS IS THE FAMOUS

"TIZ-IT"



All-Metal
Horn
Connection
for Phonographs

WE WANT EVERY DEALER TO HANDLE THIS FAST SELLING ARTICLE. PRICE 50 CENTS.

Regular Discount to the Trade.
Send for descriptive Circular and printed List of Jobbers who keep "TIZ-IT" in stock.
If your Jobber does not handle this Connection yet we will supply you.

One dozen lots, prepaid, \$3.60
Free sample to Jobbers
Manufactured by
KREILING & COMPANY
1504 North 40th Avenue
Cragin Station Chicago, Ill.

The Keystone

**to success in business is the
satisfaction of one's customers**

In all of their 46 years of merchandising, during which time the house of Lyon & Healy has been built up to the unrivaled position which it holds today, "The World's Largest Music House," the aim has been to give perfect satisfaction in all things big and little.

As distributors of

<p>The Victor Talking Machine</p>	<p>and</p>	<p>The Edison Phonograph</p>
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Lyon & Healy know they are supplying the trade with the best Talking Machines in the world, the kind that must satisfy. The same holds true of Records, Supplies and Equipments. Further, the handling of dealers' orders has been so perfectly systematized that errors are few and delivery so prompt that complaints are rarely received. When a dealer does have cause for fault finding he can rest assured of immediate correction.

Dealers are not asked to take things for granted. Proof of superior service will be given on any order sent in, be it large or small. Lyon & Healy's plan for dealers is the most liberal extant.

Write for Terms Today

Lyon & Healy

(The World's Largest Music House)

**Wabash Avenue & Adams Street
CHICAGO**

America's Foremost Distributors of Talking Machines

SOUTHERN CALIFORNIA NEWS.

Summer Trade Surprisingly Good—S. A. Brown Co. to Open New Store—Sherman, Clay & Co.'s Satisfactory Trade—What the Southern California Co. People Are Doing—Some "Live" Items from a "Live" Section.

(Special to The Talking Machine World.)

Los Angeles, Cal., Aug. 2, 1910.

Southern California, particularly Los Angeles, is having a surprisingly brisk summer trade in all talking machine lines. Not only is the talker trade in good shape, but most all lines of trade are having the busiest summer yet witnessed in this section. Besides the opening of a new store several of the older dealers have enlarged and added to their talking machine departments. The S. A. Brown Music Co. opened a talking machine and piano store at 335 South Spring street about the middle of last month. S. C. Pursur has the talking machine department in charge. The stock consists of a complete line of Victor and Columbia disc machines and records. The department is tastefully arranged and decorated, the soundproof rooms being hung with heavy tapestry. One large room is devoted to the various styles of machines which are demonstrated in comparison. Mr. Pursur is a very capable business man and reports business conditions much better than expected.

Sherman, Clay & Co. are among the busiest jobbers, having recently supplied several new dealers with complete Victor record stocks. Chas. S. Ruggles, manager of the local branch, is keeping up his name as one of the best anglers on the Coast, and may be seen most any Sunday at his favorite pastime of fishing through the breakers at Ocean Park.

The Southern California Music Co. are having some good success with the foreign Edison records recently received. Amberolas still seem to hold the center of the stage, their demand increasing very rapidly. Several of the talker department employes are away on vacations. A rule has lately been adopted where the salesmen are called together every sixty days to discuss the general business of the department. At each meeting one member is chosen by the votes of the others to give an essay on salesmanship. The meetings have proved very interesting and beneficial to all.

Mr. Giessler, of the Geo. J. Birkel Music Co., is settling into business again after his extended trip through the East. After visiting the dealers in the larger cities he compliments the western dealer on the up-to-date methods which are employed by him in handling the talking machine trade. Mr. Giessler is very much interested in the arrangement and equipment of the new department which is to be occupied in the new building on Broadway.

The Columbia Phonograph Co., wholesale exclusively, are enjoying a very good summer trade and have had a most satisfactory business up to the present time this year.

Robt. R. Schafer, of Santa Ana, Cal., visited this city last week and gave very good reports from his section.

A. J. De Lozier, of the De Lozier Furniture Co., at El Centro, Cal., called on the local Columbia jobbers in the interest of his business. He is an exclusive Columbia dealer.

J. R. Brakey and Mrs. Brakey, of Ventura, are in Los Angeles for a few days. Mr. Brakey has great hopes for a very big trade during the coming season.

Geo. P. Austin, manager of the Oxnard store of the Southern California Music Co., has had great success with Edison goods in his section. An article which appeared in the September Phonograph Monthly gave the following mention: "Out of a population of 2,000, 109 machines were sold; 52 of these were Triumphs and two were Idealias, the remainder being smaller machines." Now Mr. Austin is replacing many of these with Amberolas and finds them in surprising demand.

F. W. Cornell, together with Mrs. Cornell, are spending a few days at the beach. Mr. Cornell

is the Edison dealer at Banning, Cal., where, he says, business is very good.

Another caller on the trade in Los Angeles was Mr. Osbania, of Brawley, Cal., who handles a complete line of Edison goods and claims the distinction of being lower than any other dealer on earth. Brawley is 116 feet below the sea level and has a temperature of 130 degrees in the shade. This is truly the land of perpetual sunshine, for there is never a cloud in the sky.

The American Telegraphone Co., H. P. O'Reilly & Co., representatives, are demonstrating their latest models to the business men of San Diego. They have taken offices in the Granger building and are having much success. Some attractive advertising is being done in the local papers.

Arthur J. Morse, manager of the Southern California Music Co., of this city, is spending a few weeks' vacation in the northern part of the State.

Herbert L. Clark, the world's most celebrated cornet soloist, who is familiar to the trade for his Victor and Edison records, is filling an engagement with the Coronado Tent City Band. F. C. Carnes, of the talking machine department of the Southern California Music Co., Los Angeles, is spending his vacation at Tent City, Coronado.

A. D. Giessler, manager of the Talking Machine Co., Chicago, is expected to visit Los Angeles for a few days next week.

Mr. and Mrs. A. S. Thomas, of Topeka, Kans., are spending a few weeks in Los Angeles and have called on the local Edison jobbers. Mr. Thomas is connected with the Santa Fe Watch Co., of Topeka, and is very much interested in the talking machine business.

H. H. Fish, one of the oldest talking machine men on the Coast, who for some time past has been otherwise engaged, has joined the retail selling force of the Southern California Music Co., Los Angeles.

Money saved by hiring cheap help isn't generally well saved. A good clerk makes satisfied customers and a poor clerk sends people away disgusted and disgruntled.

The important thing in life is to have a great aim, and to possess aptitude and the perseverance to attain it.—Goethe.

Unload—you can't carry the big things well, if you are weighted down with a lot of little, no account detail.

GRESSING BECOMES MANAGER

Of the Talking Machine Department Inaugurated by Aeolian Co.

After considerable speculation among a formidable list of applicants, O. A. Gressing, formerly manager of the St. Louis Talking Machine Co. in St. Louis, has been appointed man-



O. A. GRESSING.

ager of the talking machine department which the Aeolian Co. are to open on a large scale in Aeolian Hall, New York. Mr. Gressing has had long experience in the talking machine field, and is well equipped to make a success of this new and important department of the Aeolian Co.

Mr. Gressing before entering upon his duties in New York went to Wisconsin for a couple of weeks' vacation, getting back August 15. Besides being personally in charge at headquarters he will have supervision of the departments in Chicago, Cincinnati, Indianapolis, St. Louis, Dayton and Fort Wayne.



This is Our
Victrola Protector

For Victrola XII and Amberolas also

¶ Every high-class machine on your floor should have a protector. It insures them from injury, dust and dampness.

¶ Most of your customers use their machines on their verandas, yachts, etc., during the summer, where they are exposed to the weather. You can make good profits and pleased customers by selling them protectors.

¶ Write us NOW for samples of materials, prices, etc.

S. B. DAVEGA CO.

Victor Distributors—Edison Jobbers

126 University Place
New York City

**August—Hot-weather plans for cool-
weather business are due. The dealer
who misses Columbia connections this
Fall is going to find himself just one
season behind.**



Columbia Phonograph Co., Tribune Building, New York.

THE TRADE AT THE GOLDEN GATE.

General Talking Machine Business Reported as Seasonable—Excellent Feeling in Trade—Jobbers Preparing for Active Fall—Considering the Transportation Question—Water Route Considered—What the Pacific Phonograph Co. Is Doing—Activities of the Other Houses and General News Duly Set Forth.

(Special to The Talking Machine World.)

San Francisco, Cal., July 30, 1910.

The talking machine business has been seasonably quiet in San Francisco for the last month, and in fact the business all over the Coast is rather slow. There is a much better feeling in the trade than is usual at this time of year. The principal vacation season for city people is about over, and some improvement has been noted in the last few weeks, the really dull period lasting only a short time. In the outside towns very little is expected during the harvest season, as people are generally too busy to give much attention to talking machines, but this year, in spite of the rush of marketing a bumper crop, the outside trade is holding up in a very satisfactory manner.

The wholesale distributors in San Francisco are beginning to make preparations for the fall season, and arrivals of all lines of talking machine goods will be very heavy for the next couple of months. In view of the advances made in the business during the past year, and the enormous demand which has come with the appearance of each new improvement, dealers figure that their sales this fall should be far ahead of former years. This view is encouraged by the generally prosperous condition throughout this territory, which will mean a continued increase in the demand for the high-priced machines and records. Outside retailers are at present buying in small lots to round out the summer season, but a few are already making arrangements for larger deliveries during the fall, and quite a number of new stores are being opened at various points in the interior.

With preparations for the fall season there has been considerable discussion of the routing of freight to local distributing houses. Some consideration has been given to the Tehuantepec water route, but it now appears that the majority of the stock will come by rail. The Tehuantepec route would effect some saving in charges if there were plenty of time to spare in getting the goods to the Coast, but in order that the fall demands may be met promptly the overland route has been considered more advantageous this year. Victor goods, according to A. G. McCarthy, of Sherman, Clay & Co., are always wanted in a hurry, and nothing of this line is to be entrusted to the water route. The Pacific Phonograph Co. have 100 Amberolas on the way via Tehuantepec, due to arrive about August 10, but the National Phonograph Co. have decided to send the remaining fall shipments overland, as it is desired to have them on hand as soon as possible. The Pacific Phonograph Co. are well satisfied with this arrange-

ment, and Mr. Pommer believes it will enable them to give quicker deliveries and better service to the retail trade. The Coast distributing branches of the Columbia Phonograph Co. will get their goods by sea whenever possible, but as they have in the past frequently been short of stock in the rush season, a considerable portion of their shipments also are likely to come by rail.

A. R. Pommer, head of the Pacific Phonograph Co., says: "We are just beginning to stock up heavily for the fall trade. Judging from present indications, we are going to have about the largest fall trade in the history of the talking machine business on the Coast. July on the whole has been a very fair month. I expected a lull of 30 to 50 days, but there were only a couple of weeks of dullness, and while things are rather quiet here the business in the interior and the north is simply great. We are very glad to hear of the new wooden 'Music Master' horn which the National Phonograph Co. are getting out this season, and believe it will result in the sale of many more Edison machines." Everything is running smoothly at the new store of the Pacific Phonograph Co. on Mission street, where the arrangements for handling the stock are now complete. Owing to the immense amount of goods carried, however, the company are already somewhat crowded, and contemplate the annexation of another floor of the building. The outside business has been progressing in fine style, over a dozen new stores being opened with Edison goods in the last thirty days. The outside men are covering northern California and southern Oregon very thoroughly, developing quite a lot of places which are practically virgin soil, and the outlook in that section is most encouraging.

Andrew G. McCarthy, of Sherman, Clay & Co., is well satisfied with the way the demand for Victor goods has held up during the summer, and has every expectation of an extremely heavy business in the fall. He states that, while the demand for these goods in other quarters has been taxing the facilities of the factory, he has made ample provision for the Coast business and expects to have sufficient stock for the fall requirements.

W. S. Gray, Pacific Coast manager for the Columbia Phonograph Co., spent the early part of the month on a vacation in Sonoma county, but is now back at his desk completing preparations for the busy season. E. W. Scott, of this company, was also out of town for a couple of weeks this month, visiting the agencies along the southern coast, and W. S. Storms, who was at the San Francisco office during his absence, is again on the road. Mr. Scott found extremely prosperous conditions in the places he visited, and says the Columbia agents are all preparing for a fine season.

James Black, manager of the talking machine department of the Wiley B. Allen Co., reports steady progress in his department, and has found the business this season considerably above expectations, especially on Victor goods.

Byron Mauzy finds business in the talking ma-

chine department very quiet, and attributes this condition largely to his policy of requiring larger cash payments than some of the other firms. He prefers to follow this policy, however, as he says his department is not large enough to warrant the expense of a regular collection department, which would be necessitated by a large credit business.

J. Raymond Smith, who has for the last year conducted a large piano, small goods and talking machine business at Fillmore and O'Farrell streets, has opened a branch at 256 Market street. The principal business at the new store is in talking machine goods, small instruments and music, and the location is highly advantageous for this line, as it is in the direct line of travel for thousands of suburbanites who come to the city every day. The store was started a few weeks ago, but has already shown itself a great success. It is particularly favored by having no competition in that part of the city.

The Heine Piano Co. are endeavoring to dispose of the talking machine department, as Mr. Heine considers that it takes too much attention from his piano business.

Peter Bacigalupi & Sons are still trying to dispose of their lease on the present location, and will make no further preparations for moving until they can do so.

OHIO STATE ASSOCIATION.

Ohio Trade Appreciate Value of Organization—Have Pioneer Talking Machine Dealers' Association—How the Members Are Benefited—Membership Rapidly Growing—To Meet in Columbus—Something of a Live Organization That Should Encourage Others.

(Special to The Talking Machine World.)

Columbus, O., Aug. 7, 1910.

The recent meeting of the jobbers' convention at Atlantic City and the recognition of the Eastern Talking Machine Dealers' Association has brought forcibly to the trade the value of such organizations. The pioneer organization of this sort is the Ohio association, which now includes most of the live dealers in this State.

Showing the influence of the last meeting held at Columbus in February several dealers have taken on the \$500 Victor order and the sales of Victrolas and Amberolas in Ohio are much greater than before this meeting.

The helpful plans, the good-fellowship, and above all the faith in the permanence of the business combine to make these meetings of great value to the dealer.

Ohio dealers are responding to the call and the association is growing by leaps and bounds. W. H. Snyder, one of the live Columbus dealers, is secretary, and A. C. CaJacob, of Wapakoneta, is president. Mr. Snyder has had several applications for membership since the February meeting, and the next meeting promises to be one of the greatest meetings in the history of the association.

A meeting of the association had been planned for the first Wednesday in August at Toledo, but

owing to the fact that several speakers who had been expected to be present will be on their vacation at the time the executive committee has called the meeting off, and the next meeting will be held at Columbus the first Wednesday in November.

Columbus is the favorite place of meeting of the association, as it is centrally located and is easily accessible from all parts of the State.

The forming of associations in various States is commended by the experience of the Eastern dealers and the Ohio association. Several of the recommendations offered by these associations have received favorable action by the manufacturers, and the jobbers to a unit are lending every assistance in their power to help their meeting to be a success.

The officers of the Ohio association will be pleased to offer any assistance in helping other States to organize, and it is hoped that it may be possible to effect a National organization at some future time.

As Martin G. Chandler, chairman of the press committee of the Ohio association, said to the writer, "The permanence of the talking machine business rests largely with the live dealers. Unless talking machine dealers are alert they will see the piano dealer taking on their line and the regular talking machine dealer may become a thing of the past. The great difficulty we have found in Ohio and the one thing that our association has done much to combat is the notion that the halcyon days of the talking machine have passed."

This unsound reasoning on the part of some dealers prevails East as well as West, but it is usually put forth by men who are not acquainted with the possibilities of the talking machine business, or who are not equipped to fight the trade battle. For the progressive man the talking machine industry to-day offers as many opportunities to win success as it ever did, but it is no place for sluggards—business must be sought for; people must not wait for it to come to them.

TRADE FABLE

No. 7

The Jobber trotted blithely into Williams' Talking Machine Store, in Janesville, unnumbered his order books, grabbed his Dixon and prepared to take a half-nelson on an order that would partly make up for Williams' failure to buy anything big for the past three moons. But his plans missed fire—there was no Williams.

The almost-blond chicken in charge shifted her spearmint, slapped her bun, pulled down her peekaboo and answered the jobber's inquiry as to Williams' whereabouts with, "Out at the grounds watching the home team pasting the pill for the pennant. Nothing doing here to keep him around. Shine after the game and you might find him here. Excuse me while I chase this gink, 'cause I'm too tired to bother selling him records to-day."

Mr. Jobber "shined" at dusk to find the proprietor seated at his desk with his douglases elevated on the slide, his truly-warmer tilted over his face, a Cremo stuck in his mouth and his mind in Dreamland, quite unconscious of the fact that there were four customers awaiting the indifferent service of the blond.

When Williams had been aroused and had lowered his feet out of his range of vision he looked the jobber over and said: "What's the matter with you? Want to use my store as a storage house for your extra stock during the summer and make me pay for the privilege? Nix on the order stuff; I've just lost my mother-in-law and my wife might be suspicious if she saw me laughing, so cut out the comedy. I can't sell enough goods between now and the fall to pay for the fly paper on the windows and keep the girl in gum, and what's more to the point, I'm not going to waste time trying. Me for the simple life for the summer, so please don't slam the door going out."

The Jobber didn't even grunt until the dealer

was through, and then controlling a desire to pull off an imitation of the recent discussion of fistic tactics by Messrs. Jeffries and Johnson, he thought of his distant missionary relative who had furnished a feast for the cannibals and proceeded to enlighten Williams as to the true way to conduct a talking machine business during the summer months, in language more terse than elegant.

"What you need, Williams," said the Jobber, "is to take about three double doses of strong liver medicine just to get some steam behind you, and then wise yourself upon this dope—there isn't any closed season on talking machines except that which the dealer creates. What you want to do is to slip your present female ornament, the fadeaway and cotton, to a couple of live ones who have too much respect for the real coin to let it get out of the store without a struggle. Then stick around yourself for a while so the customers can lamp the guy that's running the shebang now and then and get a chance to size you up as being classy enough to be worth their attention. Even though most of your trade are baseball fans you can't do business with them during the game, even while they stand up and stretch at the seventh inning, and you can't close sales at the store by the absent treatment method.

"I'm going to book you for a bunch of machines and a lot of records that will almost lower the temperature, and you just shake yourself and get on the job to sell them. Would the beer gardens flourish in the good old summer time if they didn't give their customers music? Would the parks be crowded on concert nights if it was too hot to enjoy melody? Would bungalow owners and cottagers rent pianos for the summer if they hated to hear them during that time? Roll over, old sport, you're on your back. Can the chatter about the slow season being here and hustle. If you do you'll forget about the hot weather without the aid of gin rickeys or a palm leaf fan."

Williams started to bristle and get indignant

!!! WARNING !!!

"IMITATION" is the sincerest form of flattery."

Our famous OPERA NEEDLE, the $\frac{3}{4}$ -inch needle with the tapered point has been imitated and is being sold as our OPERA NEEDLE. WE THEREFORE GIVE WARNING TO THE TRADE to refuse such imitations and insist upon the GENUINE OPERA NEEDLE, WHICH FOR QUALITY AND FINISH CANNOT BE EQUALED.

GENUINE OPERA NEEDLES can be easily distinguished by the high class envelopes or tins in which they are packed, and on which the words "MADE IN GERMANY" appear.

Send for samples and name of nearest Jobber handling them.

Talking Machine Supply Company

400 FIFTH AVENUE, NEW YORK

In the beginning of the Jobber's few remarks; than he gasped once or twice and finally really listened, not coming out of the trance till after he had signed a big order that the jobber prepared.

"Well, I got something that I didn't expect and I got it good, 'cause it was coming to me. I'm going to take your advice in big doses, but the next time you're going to call, Brother Jobber, wire me at my expense and give me a chance to get into a suit of armor. I'll need it."

A RECORD OF WHICH TO BE PROUD.

"Uncle Dan" Williams the Dean of Traveling Men in the Cabinet Field—Has 48 Years of Road Service to His Credit—Sponsor at the Birth of the Udell Works and Has Contributed to Its Growth—Popular in the Talking Machine Field.

One of the interesting attendants at the convention of the National Talking Machine Jobbers' Association, held in Atlantic City, last month, was Daniel G. Williams, of the sales de-



DANIEL G. WILLIAMS.

partment of the Udell Works, Indianapolis, Ind.

"Uncle Dan" Williams, as he is familiarly called, is undoubtedly one of the oldest cabinet men actively engaged in business in this country. While East he celebrated his seventy-first birthday, with forty-eight years of road service to his credit. Those who had the pleasure of greeting him at Atlantic City little realized that this young-old man had reached such a span of years; in fact, he would be taken for fifty-nine or sixty. We have had it hinted to us, however, that his young looks and activity are due to his late marriage.

Mr. Williams has a splendid record behind him. It was in 1862 that he brought out the first patent step-ladder and interested C. G. Udell in its manufacture in Chicago. The latter specialty in time became known the world over. The business became such a success that Mr. Williams, who had been engaged in the book business in Indianapolis, sold out and founded the Udell Ladder Co. in North Indianapolis. The first factory was built on the same ground as the Udell Works now stand. With its seven acres of large-buildings the Udell business since 1873 has been steadily enlarging, four branches being established, one in New York, Philadelphia, Chicago and Cincinnati, with Mr. Williams handling the sales from the start in 1862 until the present day—forty-eight years of constant service, most of which has been spent on the road. Few men can equal this record in this or any other trade.

In 1882 A. A. Barnes bought the Udell business, retaining Mr. Williams, and they entered on the manufacture of fine furniture, making

specialties such as ladies' desks, music cabinets, piano player cabinets, talking machine cabinets, library book cases and tables. The Udell products, as in the talking machine trade, are known the world over as of the highest class. Through the production of original designs and the giving of values a large trade has been built up with leading houses.

Judging from Mr. Williams' active physical condition, and his statement recently to The World that "he felt as though he would be able to demonstrate the Udell line for twenty years more," the talking machine trade will be able and glad to extend the "glad hand" to this estimable gentleman on his regular visitations.

The photograph herewith of Mr. Williams was taken while visiting the convention at Atlantic City last month, and it demonstrates that hard work on the road and in the office does not impair a man's vitality or years—if he is built right, like the Udell cabinets.

CELEBRATE ANNIVERSARY.

The Edison Business Phonograph Co. Tell of Some Accomplishments.

The Edison Business Phonograph Co. of Orange, N. J., in the fifth anniversary number of *Tips*, "issued occasionally in the interest of dealers," tell in a very interesting way what they have accomplished in the five years' existence of the Edison business phonograph. They point out the inventions that have established standards in the business and have led to the advancement of the voice-writing art, and in this connection state: "When we reflect that through the efforts of our organization we are actually securing at the present time over half a million dollars a year from the public in exchange for our product, a laudable pride in creating such an industry is excusable."

They compliment the dealer and salesman and appreciate their good work in these words: "But what has stimulated invention and suggested better prices and new selling plans if not the activity of the Edison dealer? He brought the orders—the money—without which even an Edison project must eventually fail.

"The average dealer has done his part in the double team—manufacture and selling. Either member working alone or half assisted would not have moved the business. Together our effort has been irresistible. We are progressing just in proportion to our ability to co-operate. Let the manufacturer weaken in producing better goods—better ideas—and sales are retarded. Let the salesman fail to move the goods—put them in practice—and manufacture must stop until he does. Loyalty to the Edison product by our dealers has been an asset in our sales campaign that we highly value.

"We have educated and trained many salesmen in the voice-writing field and to have the confidence and combined support of these men is our constant thought. Success cannot come to a manufacturer through good goods alone. They require salesmen who are trained to know a good product and appreciate the effort that is made to reduce any shortcomings to the least degree.

"Everything you see in the voice-writing game that is important was created by ourselves years in advance of others—we say this not in conceit of accomplishment as in pride of being the first to give our trade the latest and best ideas to help them in making money.

"Our whole faith and future lies in the success of our dealers. We have no other offices—no agents—no salesmen—to take profits or credit from them. Good dealers—loyal dealers make the successful manufacturer.

"Knowledge, confidence, enthusiasm are positive qualities that will lighten the load. Ignorance, half-heartedness, pessimism, are negative qualities that will clog and stop the commercial machinery.

"We start on our sixth year with a determination to act our part even better than in the past, with five years of experience to guide us."



The jobber on the job

That's us.

We give you the kind of service a jobber ought to give his customers—the kind you should get from your jobber.

Hurry orders have no terrors for us. Every order we get is a rush order on our part—we ship all goods the same day the order reaches us.

It takes a large and complete stock to do that, but we are always equal to the task. Whatever's newest and best in accessories such as record cabinets, horns, needles, fiber cases and other specialties, you're sure to find here in addition to a full line of the Victor, Victrola, Victor Records, and repair parts.

This quick service doesn't cost you any more than you pay ordinarily, but it is worth a good deal to you. It gives you a decided advantage over neighboring dealers who are slower in filling orders and must necessarily keep customers waiting. It puts you in a better light with your customers and helps to mark you as the leading dealer in your locality.

Give us your next rush order and let us prove our case. See how quickly you get your goods, and remember that this quick service is given not once or twice, but always.

Why not write to-day for a copy of our latest catalog? We'll also send you our booklet, "The Cabinet That Matches."

New York Talking Machine Co.

Successors to

Victor Distributing and Export Co.

83 Chambers Street

New York



THE TRADE IN PHILADELPHIA.

Business for Past Month Reported as Being Exceptionally Good for the Season—Heavy Record Demand—New Wanamaker Store Is Nearing Completion—L. J. Gerson to Bermudas—Heppes' Good Report—Popular Columbia Styles—What the Other Local Jobbers and Dealers Are Doing—Summary of the Month's News in the Trade.

(Special to The Talking Machine World.)

Philadelphia, Pa., July 31, 1910.

The talking machine business in Philadelphia during the month of July has been exceptionally good. The dealers had anticipated good things, but they came to them even in larger quantities than they had expected. From the start of the month selling was active, and the very warm weather seemed to aggravate rather than diminish the enthusiasm. The selling was not alone for machines, but it was active in cabinets, and particularly so in records. There has never been a time when the demands for records have been so great as in the past July, with the exception of last December. The future promises very well, and all the firms are making preparations, both in their places of business and by the orders they are giving to the factories, for a heavy fall and winter trade, which they expect will start early.

John Wanamaker's new store is rapidly nearing completion, and within the next month the talking machine department expects to move to its permanent home. Just where this department will be located in the new building has not been decided upon, but it is expected to be on the third floor, where a very large space will be turned over for its purposes. Ten Victor soundproof rooms will be built, with the addition of a very large auditorium for the exhibition of the machines.

At the present time the Wanamaker department is making a special effort to call attention to the machine in the way of recitals, in which the Victrola is played with the grand organ, the player-piano and a strong orchestra. Two concerts are given daily. L. J. Gerson, the manager of the talking machine departments of both the Philadelphia and New York stores, will go this week to Bermuda on a holiday trip.

C. J. Heppes & Son report that their talking machine department for July showed a very fine business in comparison with July a year ago. And this business was enjoyed on all lines, and on all features. They have been having a fine wholesale business among their Pennsylvania representatives. They just made a very large shipment to C. M. Sigler, of Harrisburg. He has entered into the business with a very fine spirit. He has placed in his piano store two soundproof rooms with glass partitions, and has placed a special man in charge of the department. The first week he was in the business he sold three machines. Mr. Sigler handles the Steinway piano and the Aeolian lines.

B. F. Landis, of Waynesboro, Pa., is another of their very active dealers. Mr. Landis is very proud of the fact that he was able to sell 19 Victor machines in three weeks. That shows what a dealer can do if he gets on the job. The Heppes do everything to encourage their men to create business, including the writing of advertisements and circulars for them, and are repeatedly encouraging them in various ways.

Fred Ferris, of the Heppes department, is spending two holiday weeks at Ocean City.

T. K. Henderson, manager of the Columbia Phonograph Co., reports that the Regent and the Mignon Columbias have been selling fine. He has been working very hard to make a record and has more than fulfilled his anticipations. He has been traveling through the State himself looking over conditions and working up big business. Last Saturday he was down at Ocean City, taking a Mignon with him, and he gave a concert at the Hotel Traymore. It was a great success, and it is needless to say he came home alone, leaving Mignon at the shore. The hotel people had the place illuminated and there was not only a large crowd present, but all the neigh-

boring cottagers had porch parties to enjoy the entertainment.

This week the Columbia people had the satisfaction of receiving an order for a Mignon to be placed in the Auditorium at Ocean Grove.

The Columbia Co. report that their summer business in records has been running chiefly on those of the higher price. Mr. Henderson says he is looking for a very big fall, the biggest the trade has ever enjoyed, and he says he is going right after it. The firm have also placed one of their fine Mignons in the fashionable Bryn Mawr (Pa.) Hotel. O. C. Dorian, of the house, and his family are spending a vacation at Point Pleasant, N. J. J. S. Shearer, the new man, formerly of Glasgow, Scotland, but later of St. Paul,

has been doing very well in Philadelphia, being in charge of the instalment business.

Louis Buehn & Bro. say that the July month with their firm, while it has not shown the volume of business of the other six months of the year, yet has been quite satisfactory. They are at a loss to know how to account for a short falling off in July, but it is not local to Philadelphia. But they anticipate a very heavy business in the fall, and believe on the year they will have a very profitable as well as a very satisfactory 1910. Edward Buehn is about to start on a vacation, which he will spend at Mifflin, Pa.

Louis Buehn expects to go to Asbury Park with his family shortly on a holiday trip.

POPULAR ELECTRIC PLAYERS.

Electrova Line Has Given Satisfaction to Many Talking Machine Dealers—The Agency Means Profits—Simplicity a Strong Feature.

Of all the side lines that are offered to the talking machine dealer, that most often taken on is the agency for a line of pianos or player-pianos, for lines of musical instruments naturally fit in

trova Co., New York, have proven their value to a large number of talking machine dealers, while others are learning of their profit-earning qualities continually. The special feature of the Electrova players that appeals to the practical man is the simplicity of their construction, enabling them to do a maximum amount of work with a minimum amount of repairs, and it is a feature that the dealer cannot afford to overlook when he is in the market for instruments of that character.



THE ELECTROVA SELF-PLAYING PIANOS.

together. What has generally proven most popular and successful for the talking machine dealer, however, has been the coin-operated piano, both where it is sold outright to places of amusement, cafes, etc., and where it is placed out on commission basis. In this connection the Electrova electric players, manufactured by the Elec-

trova players are made in a number of handsome case designs harmonizing with different environments. One of the popular styles is illustrated herewith. Catalogs of the players themselves and perforated music rolls, together with prices will be promptly furnished by the manufacturers upon request.

Mr. Dealer:

YOU LOSE MONEY EVERY DAY

By Not Selling the Thorn Needle

There is not a customer that comes into your store who would not be glad to take a box home with him.

They Do Please the People and Are Easy to Sell

Many a Victrola sale has been made because the Thorn Needle was used in the demonstration. It eliminates all scratching, and no change is necessary in the Reproducer. Thorn Needles are easy to handle. They play several records, and positively do not wear out or injure a record.

THORN NEEDLES, Boxes of 100, RETAIL 35 CENTS
THORN NEEDLE HOLDERS, - EACH 25 CENTS
Liberal Discounts to the Trade

Send 35c. in stamps for sample box of 100 Thorn Needles and Thorn Needle Holder.

We Sell Millions of Them at Retail. So Can You. Send for a Supply To-day. Don't Put It Off.
DO IT NOW.

J. W. JENKINS' SONS MUSIC CO.

VICTOR TALKING MACHINE DISTRIBUTORS **KANSAS CITY, MO.**

**The independent dealer sells the one
independent line—Columbia Disc and
Cylinder Machines, Columbia Double-
Disc and Indestructible Cylinder Rec-
ords. Columbia and independence for
him. And you?**



Columbia Phonograph Co., Tribune Building, New York.

IMPORTANCE OF THE RECORD ARTIST

Prominent Niche Filled by the "Talent"—Their Arduous Work—Where the Music Publisher Is Shortsighted—An Interesting Chat.

By JOHN KAISER.

No doubt there have been various opinions expressed by the leaders of the talking machine trade, including men of position in the several companies and a number of the jobbers and others about different phases of the business. But little has been heard from the "talent," who, after all, are the foundation or producers of the main product, namely—the talking machine record. The sale of the machine is only the start or beginning of the business, and in order to maintain the real substance of the trade every purchaser of a machine must be made a constant buyer. In order to bring this about the records must be made attractive and the machine owner kept interested by the issue of supplements containing songs and selections.

To-day, if one should glance over the various catalogs one will find a number of artists whose names are constantly seen and who are really the chief entertainers. At the recording laboratories they are known as the "regulars," which means these artists specialize the making of records, spending their entire time and devoting all their energies to this line exclusively. Although the companies have from time to time engaged celebrities of the grand opera and vaudeville stage as well, it must be admitted that the general catalogs are made up of the "regulars." It is also admitted, and no doubt proven, that the introduction of the grand opera artist has elevated the business and made the "talker" more desirable and inviting to the purchaser. Regarding this the "regulars" have expressed their approval, for they, having a keen interest in the trade, know that it means a larger output from which they must sooner or later derive a benefit.

This important part of the business, meaning record-making, has progressed wonderfully, and doubtless will keep on progressing; for, as before stated, it is really the main foundation, and the manufacturers as well as the "regulars" realize the importance of perfecting and spend large sums to maintain and perfect this end of it. A few of the oldest, or, rather a few of the talented members who have been engaged in the art of record-making for the last eight years, were discussing the situation recently, the substance of the discussion defining conditions as they were and are to-day. Some years ago, when one of these artists was engaged to sing a "date" he was required to bring five or more songs to be rendered, very often more. The question of quality of rendition was not so important, but the number of selections seems to be the object. In other words, it meant quantity and not quality. To-day the situation is entirely different; not more than a single song or selection is rendered at one time and quality is sought for and every means employed to have the rendition as perfect as possible.

The "regulars" are much interested in their work and are anxious to know whether their efforts are appreciated by the purchaser. When one performs before an audience applause is given instantly, and therefore one can judge whether it is meeting with the approval of the hearers. It is not so with the maker of the record, for it is a silent listener, and results can only be looked for after it has been placed on sale. Consequently the artist himself gets no line on his work, as he has no means of ascertaining the results. If he is a failure he finds it out later by the fact of his not being engaged for future work. The writer knows that artists pay visits to different dealers, sometimes to those with whom they may be acquainted, but very often they call incognito, so to speak, to get an unbiased opinion. Dealers who do know them are very apt to hand out flattery as they are pleased to receive a visit from the distinguished member of the "talent."

It is a fact that these artists, in most cases, devote their entire time to their work, and the record owner knows nothing of their hard work in preparing the selection for the recording-room. Every possible means is employed in getting their songs in shape, so that the interpretation is perfect, as there are so many points to bring out to achieve the desired result. For instance, when a man has his audience before him his personality is a help; his gestures and facial expressions are also of a great assistance in winning an audience; but in the "talker" he cannot employ these material helps. He must get his expression, tones and phrasing all embodied in the voice, which becomes an art in itself and requires carefully study and training.

Of course, in the early days, when the artist was compelled to render so many selections in one day, this was impossible, owing to the lack of time allotted to the singer to prepare himself. The result therefore was that the rendition was mechanical, and anyone who will compare a record of two or more years ago with the record of to-day will bear me out in this statement. At the present time, however, the artist receives notice in advance concerning the selection he is required to sing, an orchestration is made in the key best suited to him and he immediately begins rehearsing. On the day of recording tests are made carefully, the laboratory expert selects the best recorder he has, and after the orchestra and singer are carefully rehearsed the record is made.

During the time not employed at the laboratory and at practice the singer can be found visiting the various music publishing houses looking for material that can be used for his style. Many selections are run over before he accepts those he can present to the laboratory committee for their approval. Before the new copyright law went into effect the talking machine artist was very much sought after by the publisher. They were swamped with selections, and in some instances even paid the singer to use his efforts to get their music in the catalogs of the companies so as to help popularize the songs. Now, although the publishers are anxious to have the "talent" use their songs, so they can get the royalty, their

attitude has changed considerably. This, in the writer's opinion, is a grave mistake, and I venture to state it will eventually be to their loss.

Every publisher of popular music to-day has paid, and is paying, noted artists to sing his publications, and is spending considerable money in his professional department coaching the singers. Publishers have men constantly employed teaching their songs to the various performers, giving them orchestrations in the right key and sending all new numbers broadcast to all professionals all over the country at their expense. Their object is to popularize the selections, so as to create a sale for the sheet music. This must bring results.

Granting that in this manner the song is spread all over the country and brought before the public in various theaters, still I believe the talking machine is more valuable to the publisher in creating the demand for the song for the following reasons: First, the selection is rendered to the "talker" by a good artist—better by far than the average public performer—and care is taken to interpret it properly. Second, if it is a comic selection, many little side remarks and extra features are added to make it more effective, and very often the orchestration is altered to brighten it and improve the results. Third, the talking machine reaches the home, which, after all, has the best listeners, and any record proving attractive and interesting will do much to increase the sale of the sheet music in question. Talking machines are everywhere; in towns where a show may never reach and in the homes of many where the members rarely frequent the theater, or other places where the popular selections are more likely to be heard.

Trade conditions make little difference to this army of "regulars," because the manufacturing companies are always producing new records. Nevertheless, that fact does not make the "regular" feel entirely satisfied, for he is just as anxious to hear good news from both the dealers and manufacturers, as their interests are his also. To meet the "talent" individually is a pleasure. Their faith is pinned to the future of the talking machine business, and if one could see these artists plan and work for their future success a feeling of appreciation of their efforts would be aroused, and in that spirit the attitude of the "regular" in the trade would be better understood.

ADVERTISING POINTERS.

In advertising, of course the first object is to catch the eye; the second, to hold the attention, and the third, to convince the reader that this is the correct article and that now is the right time to buy it.

IN FINANCIAL TROUBLE.

A petition in bankruptcy has been filed by Geo. J. Doerzbach, a dealer in phonographs and musical instruments in Sandusky, O. Liabilities, \$8,757, with contingent liabilities of \$1,625; assets, \$6,641.

TRADE NEWS FROM INDIANAPOLIS.

Quiet Spell of Business Does Not Worry Talker Men—Planning for Mighty Lively Fa.—Thomas Devine's Opinion—Carlin & Lenox Closing Out—What the Various Houses Are Doing to Capture Sales—Columbia Afternoon Concerts Popular—The News of the Month.

(Special to The Talking Machine World.)

Indianapolis, Ind., Aug. 8, 1910.

The talking machine business in Indianapolis and Indiana is now more quiet than it has been at any other time for the last year, but the dealers are not surprised at this, as it is now the time for the beginning of the duller part of the season in this line. The opening of summer camps and the departure of residents for their fashionable summer homes was a great stimulus to the business, as reports show that the talking machine is growing more and more in favor with those who must have entertainment in out-of-the-way places during the summer months. But this business has passed, as nearly all of those who go away for the summer have left. The next increase in trade will be when they return and buy machines and records for the winter months.

Thomas Devine, who has been the manager of the Columbia Co.'s store here for several years, and who is well informed on trade conditions in Indiana, predicts that next year will be a good one for the talking machine business. He bases his prediction on the fact that there are conditions which will make plenty of money in the State, among them the good grain yield. Then again there is no national campaign this year to disturb trade. There will be a State election in Indiana this fall, but no governor is to be elected, and the policy of Governor Marshall, which has been very satisfactory for the last two years, will be continued for a further period of the same length.

Carlin & Lenox are closing out their line of talking machines as rapidly as possible. The proprietors of the store came to the conclusion some time ago that they had better devote all of their time to the piano business.

W. L. Barringer, of the talking machine department of the Wulschner-Stewart Music Co., has returned from Atlantic City, where he attended the meeting of the National Talking Machine Jobbers' Association. Mr. Barringer was greatly pleased with the meeting of the association, but he has been head over heels in work since he returned. The Wulschner-Stewart Co.

are extensively engaged in the jobbing of Edison and Victors, and although the company only took up the talking machine business a short time ago they have been very successful.

"Of course at this time of year," said Mr. Barringer, "we are not doing as big business as we could at other times of the year, but we are taking advantage of the opportunity and are buying heavily. When dealers wish to buy talking machines at any time next year we expect them to be able to come to the Wulschner-Stewart Co. and get them."

The Musical Echo Co., in their new location in North Pennsylvania street, in Talking Machine Row, are presenting an attractive appearance. This company have been showing in the display window a handsome Victor machine in Mission style, together with pictures of Victor singers.

Warren Bird, who handles Dictaphones in Indiana, with headquarters in the State Life building in Indianapolis, says that his business is very satisfactory, considering that it is now the duller season of the year for office supply dealers. "I am not getting the effects of the dull season any worse than any of the rest of them," he said. Mr. Bird said that last May was his best month since he has been handling the Dictaphone in Indiana.

Thomas Devine, manager of the Columbia Co., is feeling rather chesty over the new grand opera records his company have just issued. These include the highest-priced double record extant, the sextet from "Lucia" and the quartet from "Rigoletto."

With the advent of the dull season the Columbia Co. began to give afternoon concerts, which are well attended and which it is said are stimulating business in spite of the off season. In these concerts the new Columbia grand opera stars are featured almost exclusively.

The Indiana Phonograph Co.'s store in Virginia avenue is closed. This company handled Edisons exclusively as jobbers until two or three months ago, when the jobbing privileges were disposed of to the Wulschner-Stewart Music Co. The business was then continued in the retail line until recently.

Take up and complete each piece of work as it comes along and you will never find yourself complaining that opportunity does not come your way.

Do not expect your friend to do as you do and think as you think.

SUMMER LAUGHS.

"Yes, I've given up shaving!" he was telling his friends. "I never could shave myself, and the last time I was operated on I was in such a blue funk that I shudder to think of it. The barber had a musical ear, and he lathered me to the tune of 'The Blind Boy,' which was being ground out on a talking machine close by. Slow, certainly, but nothing to complain about. By the time the scraping process had commenced, however, the tune had changed to the liveliest of jigs, and the musical shaver seemed to be enjoying himself hugely as he did his best to keep time. I was afraid to take a breath for fear it should be my last. Then the machine stopped, but only for a second; and when I heard the strains of 'Stop Your Tickling, Jock,' I vowed that, rather than run the risk of being finished off in a barber's chair by a musical maniac, I would let 'em grow for the future—and chance the crop!"

A young man, not regarded as a very desirable suitor, had called upon a young lady a number of times, each time to be told by the maid that "Miss Florence was not well to-day." One day, in response to his card, the young lady's mother, who was a recent accession to the newly-rich ranks, and whose education was not as sure as it might be, appeared and explained once more to the young man that the daughter was not well. "I am very sorry, indeed," said the young man as he rose to go, "that your daughter is so delicate." "Delicate?" sniffed the mother; "Florence delicate? Not at all. Why, she is the most indelicate girl you ever met."

A CONFESSION.—"Say, old man, I have a confession to make. Last night, in the dark, I kissed your wife, not knowing it was she."

"Don't mention it, old fellow. I once made the same mistake myself."

HAS HAD SIMILAR EXPERIENCE.—"All around me was the glaring sand," said the prospector from Death Valley to the sympathetic drummer whom he had met at the hotel. "The mountains on the horizon rocked in the heat. There was not a tree, not a bush, not a living thing in sight, and my water bottle had been empty since noon of the day before. My lips were dry as a parchment, my tongue was swollen in my mouth. If I should try a week I could not tell you how I suffered."

"I know how it must have been," replied the drummer. "Out West last summer I had to spend four consecutive Sundays in prohibition towns."

AN IMPROVEMENT.—"Yes," says the man with the shaggy eyebrows, "we have a phonograph. We've got several Italian grand opera records, and last week I discovered a way to make their reproduction absolutely perfect."

"Indeed!" asks the man with the purple nose. "What is it?"

"I rub a little garlic on the record before it is played."

MONEY IN MOVING PICTURES.—"I am going to embark in some sort of business, and want to know whether you think there is much money in moving pictures?"

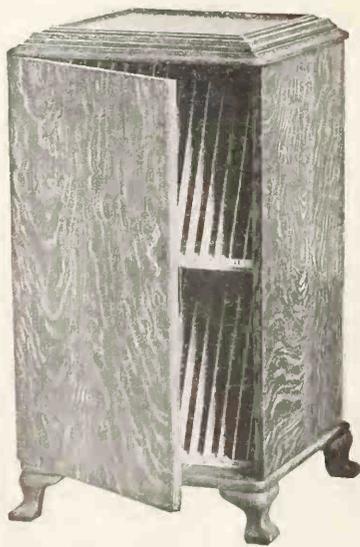
"There was for a fellow who moved a half dozen of ours," said the flat dweller. "He charged us \$10."

There was a young girl in the choir
Whose voice rose high and high,
Till it reached such a height
It was clear out of sight
And they found it next day in the spoor.

Gunner—Many of our singers go over to Europe to reach the high Cs.

Guyer—Well, what do the European singers come over here for?

Gunner—Oh, they come over here to reach the Xs and Vs.



Our No. 446 Disc Record Cabinet made in Mahogany and Golden Quartered Oak.

Will hold 150 12-inch Disc Records.

Another New UDELL Cabinet

Keeping up with the procession (in fact leading it) is what UDELL Cabinets are doing by continually adding something new and different.

This new No. 446 Cabinet is an example of a very handsome but simple design that will go well with almost any machine.

From your standpoint, it is a splendid Cabinet because of its possibilities.

The construction of the Cabinet admits of changing the top for three different size boxes, 13 $\frac{3}{4}$ x 13 $\frac{3}{4}$, 14 $\frac{1}{4}$ x 14 $\frac{1}{4}$ and 16 $\frac{1}{2}$ x 16 $\frac{1}{2}$.

CATALOGUE

A very comprehensive Catalogue of UDELL Cabinets for Discs and Cylinders is now ready.

Write for YOURS

THE UDELL WORKS
INDIANAPOLIS, INDIANA

MUSIC BY TELEPHONE.

What is Liable to Happen in the Happy Home if Music is Supplied Over the Telephone as Planned by a Delaware Corporation—New York Sun Publishes an Interesting Article on the Dreaded Possibilities—Scents Another Plot to Wreck Domestic Happiness All Over the Land.

In the Talking Machine World for June reference was made to the move of the Telephone Co., of Wilmington, Del., which announced its intention to supply phonograph music to the homes of customers on a stipulated yearly charge. Commenting on this, the New York Sun, in its usual brilliant fashion, says:

"In these golden days of the world's progress, it is difficult for the wayfarer to select a street where he will not collide with the magic music of a phonograph. It has long since come to pass that the air of the streets is filled with the fumes of gasoline; a city dweller in his appointed cell or his chosen hive or the suburbanite squatting meekly upon his well-taxed veranda are equally drenched with the recurrent and pervasive odor. The 'fresh air' myth is pretty well passed into history; the automobile and its dragon's breath have become indigenious, and there's no more to be said about it, probably.

"But the phonograph, while widely favored in all sorts of communities, has not yet become so wholly inevitable as the rosy dawn when men must rise to their toil, or the devil wagon which they must dodge and breathe its lingering perfume trailing behind. In rural communities, in summer, when windows and doors stand wide,

it is true that he has great luck who shall not find himself within earshot of the penetrating strains which are expelled from the unattractive horn in some once happy and quiet home. But with ordinary prudence a man may yet escape the direct blast of this popular instrument, and when he has entered into his castle and shut the door he has a right to feel himself in comparative safety.

"But the progress of science is tireless and her fingers are already picking at the latch of the hitherto well-guarded home. A company has been formed in Delaware—where (it seems) men can get a franchise to do almost anything—to hitch on the phonograph to the harmless and sometimes necessary telephone, and thus the enemy is seen to be in the citadel before you have half a chance to defend yourself. Experiments have been in progress in that central office for some weeks, and already it is no uncommon thing for some reckless young thing in muslin, while her father's attention is given to the evening newspaper, to call up this central office and say, 'Hullohullo! Gimme the sextet from Lucheer,' and then, before the wretched parent can collect his powers of protest, slam bang! come the dulcet strains, through a horn attached to the home telephone, and the devastation has begun; it bids fair soon to be complete.

"There is nothing to do about it probably, any more than there is anything to do about the smoking automobiles or the fifteen-year-old chauffeurs, now one of the brightest stars in our civilization. The ingenious telephone companies have shown the youth of the land another way to make a noise of some kind, another means of activity, another avenue of attack upon what

used to be called the peaceful quiet of the home. It is true that peace and quiet are no longer desired in the vast majority of homes, except by a few wretched old fools who really deserve no consideration, and it is probably part of Heaven's even justice that they should not get any. Yet the laying on of the uttermost notes of the phonograph, like gas and water and the illuminating current, does seem a little hard, at first. But the householder will get used to it. He has got used to almost everything. And of one detail he may be doubly sure; the phonograph meter will never slip a cog; its tally will come in even more regularly than the gas bill."

WHERE THE MONEY COMES FROM.

Cents, being of small value, are carelessly handled, and are lost in such great numbers that the United States Treasury has to work hard to maintain the supply. The profit to the government on their manufacture is large, however, inasmuch as the blanks for them are purchased for \$1 a thousand from a firm in Connecticut that produces them by contract. Blanks for nickels are obtained in the same way, costing Uncle Sam only a cent and a half apiece.

HOW CHARACTER IS DESCRIBED.

Character is bounded on the north by industry, on the east by integrity, on the south by morality, and on the west by sobriety.

Keep your head cool and your heart warm. The one who lets his head get hot and his heart cold is in a bad way.

THE VICTOR DEPARTMENT OF WANAMAKER'S NEW YORK STORE



The display of Victor goods on the piano floor of John Wanamaker's New York store, as shown in the accompanying picture, is one of the finest exhibits in the country. This beautiful show room is located on the second floor of the great store, immediately adjoining the immense auditorium, where throughout the year free recitals

and lectures are the daily program. Here no expense is spared in arranging some of the best and most interesting musical programs heard in the great city of New York. In the demonstrations of the Victrola and Auxetophone the records are accompanied by an orchestra, and the harmonious effect and perfect blending of the

vocal and instrumental music are greatly enjoyed by the large audiences that assemble daily. This splendidly educational work is under the supervision of Louis J. Gerson, manager of the Wanamaker talking departments in both the New York and Philadelphia establishments. He is making a splendid record.

PRACTICAL NOTES AND COMMENTS

MAKING RECORDS AT HOME.

An old-time subscriber of *The World in Guadalupe*, Mexico, writes as follows: "Within a recent date I have experienced quite a demand for cylinder machines which are being used for home recording purposes, and in this connection have been asked for some pointers whereby my customers could secure the best results. Could you help me in this matter?"

We are certainly most willing to oblige our Mexican friend, but as a matter of fact the National Phonograph Co. publish, or did publish, a very clever little booklet giving instructions on this subject. We give, however, a few "pointers" which may be of immediate value and of interest to all our readers.

The most important thing is to get a special horn suitable for the voice or the special instrument of which the parties desire to make a record. These horns should differ in size, and doubtless are handled by every live dealer. Having selected the horn, the next important thing is to place the recorder in position, but do not commence the record-making until the machine has assumed full headway. When the record is finished, allow the cylinder to take a few revolutions before stopping the machine. Having once started to make a record, do not on any account stop the machine until the record is finished. If this is done the record will be worthless. Sometimes in vocal records, when the sound waves are too strong, the recorder shows a tendency to blast, i. e., the recorder diaphragm cover will shiver, and in bad cases quite dance on the wax blank. In such cases, small lead weights may be used, but only in just sufficient weight to correct the worst part of the blasting. These weights are made of thin lead from one-sixth to three-sixteenths of an inch thick. They should be made horseshoe shape and with the inner part so shaped that it will slide easily on to the upper part of the diaphragm cover.

BE SURE YOU ARE RIGHT THEN GO AHEAD

The singer should sing three or four times over on blanks, testing the recorder to see if it blasts, and adding a little more weight each time till the defect is perfected. If nearly perfect, except as to one or two places, these can be marked on the music, and the singer will take note and draw away for these particular notes. In this case, add no weight at all, which would perhaps be best in most cases.

A word or two now concerning the piano. The records are to be made in an ordinary room, and of course the results will not be as perfect as if the experiment were tried in one specially constructed. The piano had better be placed cornerwise across the room, and away from the wall. When an upright piano is used the soloist, whether vocal or instrumental, together with the machine, should be behind it. It is important that the piano be as near concert pitch as possible, and of good full tone. It is a good plan to place some glass insulators under the piano castors. It is also well to chill the blanks before using, by placing them in a cold place. A greater crispness and purity of tone usually results in the reproduction.

SPEED FOR RECORDING.

The speed for recording is best regulated in direct ratio to the time of the particular piece played, and the length of it, except talking records, when the machine should run as slowly as possible, allowance being made for the resistance the stylus offers to the blank. The accompanist should play as loudly as possible, yet without undue force, and should keep his feet off the pedals. If the accompaniment is low, or there is not much of it, he should play an octave higher than written.

VOCAL AND INSTRUMENTAL RECORDS.

Now suppose a banjo solo is desired. The piano, talking machine, and soloist should assume the position of the three vertices of a triangle. The head of the banjo should be held quite near the mouth of the horn. Having started the machine the manipulator announces the title, etc., and then without stopping the machine, gives the signal for the commencement of the selection. Next on the program, perhaps, is a baritone solo. Place a 24 or 26-inch horn in position. The soloist should sing within three or four inches of the mouth of the horn, and directly into it, except in the high notes. In fact, the singer should assume a pendulum motion throughout, drawing away on the high notes, and approaching on the low ones. Next a cornet solo may be desired. The same horn will do for this. The performer stands about a foot from the mouth. For the high notes, a small wire frame covered with calico may be interposed quickly in front of the horn, taking it away as the high note or notes is about to be finished. In the case of the mandolin or violin, the player should

assume the same position as the banjoist but a larger horn would be better. The player on either of these instruments should get nearly the whole of the upper notes on the A string, using the E as little as possible. They will sound fuller in tone if this is done.

WIRELESS TELEGRAPHY.

L. J. C., Houston, Tex., writes: "It may seem strange for a talking machine dealer to acknowledge that he doesn't know everything, but when it comes to wireless telegraphy, I must admit that it is beyond me, and verges on the miraculous. Would you explain briefly the principles of wireless telegraphy in such terms as may be comprehended by the average man?"

Wireless telegraphy was really made possible by the discovery of the radiation of electro-magnetic waves through space. The existence of these waves was not known until about 1888. The first complete system of wireless telegraphy was invented and patented by William Marconi. He followed the principle that just as sound waves may be sent through the air, so may electric waves be propagated through the ether. The apparatus for the transmission of messages consists of an electric generator, a battery or dynamo, and an induction coil or transformer, and an oscillator. The appliances forming a receiver of the simplest type include a wave detector, a cell, and a resonator.

THE MOST WONDERFUL INVENTION.

J. C. Collins, Philadelphia, Pa., writes: "Would it be trespassing too much on your kindness to settle an argument? A says that the Edison phonograph is the most wonderful invention ever made; while B says the Marconi wireless telegraph is more wonderful."

It is difficult to say which is the most wonderful, for both are great in their respective domains. Edison opened up a new field of investigation and afforded the world a new happiness when he invented the phonograph; while Marconi, through his wireless invention, has made humanity his eternal debtor, for its commercial possibilities are beyond computation at this date. He has made it possible for one to cross the great Atlantic and yet to be virtually in touch with land at all times. Why not admit that the two men are great without indulging in a comparison as to which is the greater? In this connection it may be said that the Royal Academy of Sciences of Sweden has just conferred a medal on Edison for his great labors as the inventor of the phonograph.

KEEP TRACK OF DAILY SALES.

Laxity in Business Methods Sure to Result in Business Troubles—How One System Operates.

The average dealer is sometimes lax in his bookkeeping methods and has no good method of keeping track of his daily sales and expenditures. Nothing is more lamentable, for the reason that a merchant is a better or worse one according to the method he employs in his store.

Laxity in business methods is sure to bring business troubles, says the Michigan Tradesman, and when a simple system can be had which will reduce the daily routine work to a very simple form, dealers should take it up and introduce it into their business.

Such a system has been prepared, consisting of a pad of daily sales sheets which provide for the record of all sales and expenditures for the day. These sheets also provide for total results of the day, and by filing in consecutive order the totals of any day in the year may be easily found. They require only the entry of the clerk making the sale and may be combined with a cash register system if desired.

No bookkeeper is necessary, as all the work is done by the party making the sale at the time of the sale. It takes less time than to make out the average sales slip and the record is permanent.

At the end of the day the proprietor adds up the sales, subtracts the expenditures and the result gives the net sales and profits for the day.

HAND COLORED

Local View Post Cards **MADE TO ORDER**



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CINCINNATI, OHIO

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Review.)

Washington, D. C., August 10, 1910.

TALKING MACHINE. Thomas Kraemer, Philadelphia, Pa., assignor to Hawthorne & Sheble Manufacturing Co., same place. Patent No. 960,560.

This invention relates to talking machines and particularly to machines of the type having a reproducer which is movable in a straight line over the sound-record and a sound-conveying member pivotally mounted at one end and connected to the reproducer at the other end thereof.

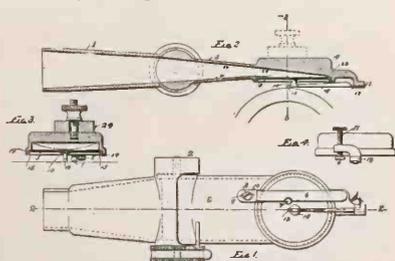
The object of the invention is to effect certain improvements in the construction of machines of this type, the improvements being directed particularly to simplifying the construction, to the provision of a passage for the sound-waves which is comparatively free from bends and to reducing the cost of manufacture without making any sacrifice in the strength of the parts of the machine or in the freedom of operation thereof.

The invention is of particular utility in a machine employing a sound-record of cylindrical form and a reproducer movable in a straight line parallel to the axis of this cylindrical record during the reproduction of the sound record, as in phonographs of the type now commonly used. With such a movable reproducer is employed a tone-arm pivotally mounted at one end upon a supporting arm projecting upwardly from the motor box of the machine, this tone-arm communicating with an amplifying horn also mounted on this supporting arm. At its free end this tone-arm is connected to the reproducer, and this connection is effected in such a manner as to maintain the connection between the end of the tone-arm and the reproducer while the former is turning about a pivot and the latter moving in a straight line. For this purpose the end of the tone-arm is pivotally connected to a tubular extension on the reproducer and the tone-arm is made up of two or more sections, which may move relatively so as to telescope more or less during the operation of reproducing a record, and thus have its length increased or diminished as may be necessary.

in order to maintain the desired connection by allowing for the difference in the movements. The preferred embodiment of the invention is illustrated in the accompanying drawings in which—

Figure 1 is a sectional elevation of a talking machine constructed in accordance with the invention, and Fig. 2 is a plan view of a portion of the machine.

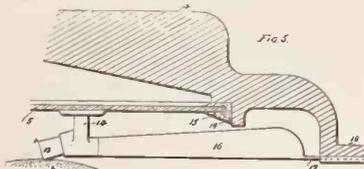
APPARATUS FOR RECORDING SOUNDS. Thomas A. Edison, Orange, N. J., assignor to New Jersey Patent Co., same place. Patent No. 962,081.



This invention relates to improvements in apparatus for recording sounds, particularly of that type in which phonographic records are formed, and which records are of varying depth, but the

invention may be employed in connection with records of the gramophone type, which are of uniform depth but of irregular conformation.

The object of this invention is to produce a recording mechanism whereby sound waves throughout the range of music may be recorded and reproduced truly, false amplitudes of vibra-



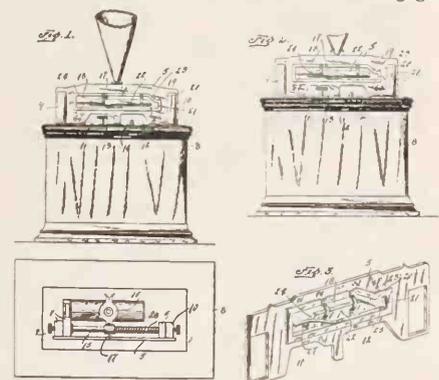
tion of the recording mechanism being eliminated without any consequent loss in volume of sound produced and the recording and reproduction of both grave fundamental notes and overtones rendered possible.

Figure 1 is a bottom view of the recorder; Fig. 2 is a sectional view thereof taken on the line 2—2 of Fig. 1; Fig. 3 is a sectional view taken on the line 3—3 of Fig. 2; Fig. 4 is a front view of the body; and Fig. 5 is an enlarged sectional view of the body, diaphragm and recording knife.

REPEATING ATTACHMENT FOR GRAPHOPHONES. Clarence W. Claud, Nashville, Tenn. Patent No. 962,315.

This invention relates to attachments for graphophones and the objects are the provision of a means for shifting the carriage from one end of a record to the opposite end and thence bringing the needle into engagement with the cylinder to repeat the matter on the record. The provision of a means for lifting the needle clear of the record during the shifting movement and for bringing the same into engagement with the record at the end of the shifting movement. The provision of a device which may be applied to most forms of graphophones now in use without changing the construction of the same.

In the accompanying drawings forming part of the specifications:—Figure 1 is a front elevation of a graphophone showing the invention applied thereto and the needle held in engage-



ment with the cylinder. Fig. 2 is a similar view but showing the position of the parts when the needle is out of engagement with the cylinder or during the shifting movement. Fig. 3 is a detailed perspective of the plate and its attachments. Fig. 4 is a plan view of the device.

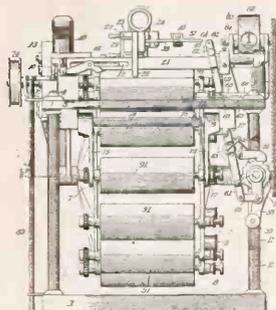
COMPOSITION FOR PHONOGRAPH RECORDS. Jonas W. Aylsworth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 962,878.

This invention relates to an improved composition for molded phonograph records, and the principal object is to produce a composition or material for the purpose in which the capacity to resist wear or the rubbing action of the reproducer stylus will be enormously increased, whereby it becomes commercially and practically feasible to make phonograph records with very fine pitch record grooves. A phonograph record having a record groove of a pitch of 200

threads per inch made of the improved composition of material will compare favorably in wearing qualities with a record of a pitch of 100 threads per inch made of present compositions.

MULTIPLEX GRAPHOPHONE. Hyman E. Markle, Nashville, Tenn. Patent No. 962,446.

This invention is an improvement on the machine shown in the application filed August 27, 1906, Serial Number 332,224.



The object of the present invention is to simplify and improve the mechanism shown in a former application; a further object of the invention is to provide a machine of this

character wherein the bringing of the successive records into playing position does not materially increase the work on the motor and consequently enables one to use a motor, spring or electric, of the size that would ordinarily be used in a single record machine; and with these and minor objects in view this invention consists in the parts and combination of parts described.

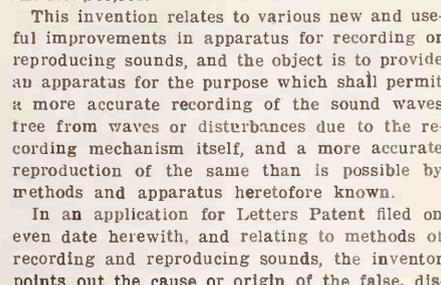
In the drawings—Figure 1 is a front elevation of a multiplex graphophone embodying the invention; Fig. 2 is a top plan view of

the same; Fig. 3 is a side elevation; Fig. 4 is a detail elevation, parts being in section; Fig. 5 is a detail elevation of part of the carriage returning mechanism; Fig. 6 is a detail view of a slight modification of the magazine wheel; Fig. 7 is a detail view of a modification of part of the driving mechanism; Fig. 8 is a detail view of the carriage elevating pawl.

APPARATUS FOR RECORDING OR REPRODUCING SOUNDS. Thomas A. Edison, Orange, N. J. Patent No. 963,362.

This invention relates to various new and useful improvements in apparatus for recording or reproducing sounds, and the object is to provide an apparatus for the purpose which shall permit a more accurate recording of the sound waves free from waves or disturbances due to the recording mechanism itself, and a more accurate reproduction of the same than is possible by methods and apparatus heretofore known.

In an application for Letters Patent filed on even date herewith, and relating to methods of recording and reproducing sounds, the inventor points out the cause or origin of the false, dis-

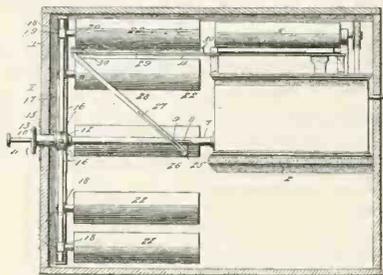


cordant and inharmonic sounds which are created within the recording mechanism, and which become recorded to affect the character of the reproduction.

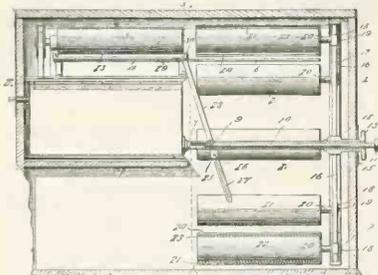
Figure 1 is a sectional view of a suitable recording apparatus embodying the present improvements, showing a flat corrugated diaphragm; Fig. 2 a similar view of a reproducing apparatus embodying the improvements, showing a dished or concave diaphragm; Fig. 3 a similar view of a recording apparatus embodying the invention and showing a diaphragm that is both corrugated and dished; Fig. 4 a plan view of the diaphragm shown in Figs. 1 and 3, and Fig. 5 a plan view of the diaphragm shown in Fig. 2.

FEED APPARATUS FOR PHONOGRAPHS. Joseph H. Williams, Harper, Kan., assignor by mesne assignments to Geo. H. Underhill, Boston, Mass. Patent No. 963,195.

This invention relates to new and useful im-

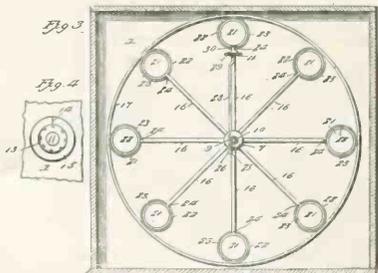


provements in feed apparatus for phonographs and similar devices employing cylindrical records, and its object is to provide means whereby a desired one of a series of records may be



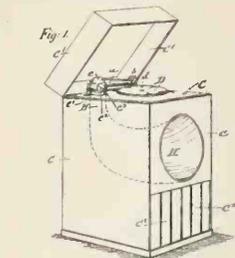
promptly placed in or removed from position upon the cylinder of the phonograph.

Figure 1 is a vertical section through the device and showing the slide and its operating



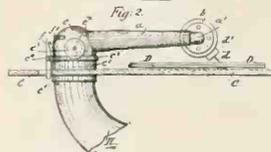
mechanism in operation; Fig. 2 is a central vertical section through the apparatus as it appears from the opposite side; Fig. 3 is a section on line 3-3 of Fig. 2; and Fig. 4 is an elevation of the operating knobs and showing a dial.

GRAMOPHONE. Frederick Haye and Charles Wessels, Woodhaven, N. Y. Patent No. 962,833. This invention relates to an improved gramophone of that type in which no separate and detachable horn is used, but in which the horn



is permanently located in a casing below the record-carrying disc and its actuating motor.

This invention is designed to furnish a phonographic apparatus in which the horn is arranged in a supporting casing below the record-carrying disc and connected with a tubular tone-arm carrying the diaphragm box by a



universal joint provided with means for holding the tubular arm and diaphragm box in raised position.

In the accompanying drawings—Figure 1 represents a perspective view of im-

proved phonograph; Fig. 2 is a detail side elevation of the tubular tone arm carrying the diaphragm box and showing the universal joint connection with the inner end of the horn, drawn on a larger scale; Fig. 3 is a plan view of Fig. 2, and Figs. 4 and 5 are respectively a sectional side elevation of the tone arm and a vertical transverse section of the same on line 5, 5, Fig. 4.

TALKING MACHINE ATTACHMENT. William Albert Chapman, Smithville, Ark. Patent No. 963,115.

This invention is an automatic controlling, feeding and cleaning device for attachment to talking machines of the disc type.

Figure 1 is a perspective view of the invention in its normal or inoperative position. Fig. 2 is a front elevation thereof. Fig. 3 is a section on the line 3-3 of Fig. 2. Fig. 4 is a horizontal section on the line 4-4

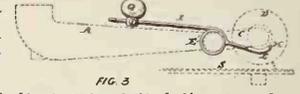
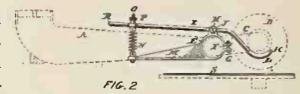
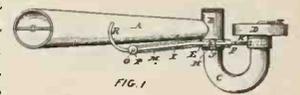
of Fig. 2, a part of the rock shaft being broken away to show more clearly the parts beneath. Fig. 5 is a top plan view illustrating the application of the invention. Fig. 6 is an end elevation showing the position of the parts when the record is being played. Fig. 7 is a similar view showing the position of the arm (in dotted lines) at the end of the record, and in its raised position (in dot and dash lines) with the parts of the attachment in their inoperative or normal position. Figs. 8 and 9

are detail views illustrating the manner of turning the brush in its bearings. Figs. 10 and 11 are diagrammatic views.

SOUND-REPRODUCING MACHINE. Louis Jay Gerson, Philadelphia, Pa. Patent No. 962,565.

The object of this invention is to provide a sound-reproducing machine with a counterbalancing device for the sound box and the tubular arm supporting it, whereby the weight of said parts and each of them may be counterbalanced to the extent desired to reduce the pressure and consequent wear upon the record disc, with the result that the life of the record is increased and much of the scratching sounds at present reproduced are largely eliminated.

Figure 1 is a plan view of a tubular arm and sound box of a talking machine having improvements applied thereto; Fig. 2 is a side elevation of the counterbalancing devices embodying improvements and with the tubular arm, sound box and record disc indicated in dotted lines; and Fig. 3 is a similar view to that shown in Fig. 2, illustrating a modification of the invention.



BACK TO EARTH.

Old Jabez Jones he used to say
He'd not be satisfied
Until he got a hoss some day
Whose speed would be his pride.
And when he got the hoss he said
He could not rest serene
Until he got a car that sped
By force of gasoline.

And when he got his motor car,
Its pleasures all proved vain;
He cried, "How small such trifles are!
I want an aeroplane!"
Alas! How swift ambition flies
And buoyantly uplifts
Till we forget to duly prize
Life's simple natural gifts!

The "rheumatiz" caught Jabez Jones
And caused his joints to balk
And now he'd be right glad, he owns,
To get a chance to walk!

—Washington Star.

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One of the greatest failings of the average man is lack of patience. He is in a hurry and if he does not get results instantly he is ready to give up. This is not so much because he is faint hearted as it is because he is impatient. Patience is one of the finest qualities a man may possess. It is not to be confounded with laziness. We believe that almost every great success has been attained by men who possessed a patience which was sufficient to stand for discouragement and apparent lack of interest and dulness.

The business prospects for the current year with the Victor Talking Machine Co., Camden, N. J., were never so bright. During the past six months sales have been in each instance a "record breaker." As some one has remarked regarding General Manager Geissler's memorable letter of August 4, 1909 (in which he predicted a large fall trade and warned distributors at that time to stock up in anticipation of that trade) he might have reiterated this letter on January 1, 1910, relative to this entire year's trade. The Victor Company's various new factory buildings are about ready for occupancy. They are splendid structures, perfectly lighted, with very handsome exteriors.

RECORD BULLETINS FOR SEPTEMBER, 1910

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

- A849 Jesus, Saviour, Pilot Me.—Baritone and Tenor Duet by Harrison and Anthony, Orch. Accomp. J. E. Gould
- That Sweet Story of Old.—Contralto Solo by Miss Merle Tiltotson, Orch. Accomp. John West
- A850 Simple Aveu (Simple Confession).—Violin, Flute and Harp Trio by Stehl, Lufsky and Schuetze. Francis Thome
- Off in the Stilly Night.—Violin, Flute and Harp Trio by Stehl, Lufsky and Schuetze Thomas Moore
- A851 Fulton Centennial March.—By Prince's Military Band Murillo
- Aviators' March.—By Prince's Military Band Murillo
- A852 Massa's in the Cold, Cold Ground.—Baritone Solo by Carroll Clark, Banjo Accomp. by Vess L. Osman. S. C. Foster
- Carry Me Back to Tennessee.—Baritone Solo by Carroll Clark, Banjo Accomp. by Vess L. Osman. Sep. Winner
- A853 That Beautiful Rag.—Baritone Solo by Arthur Collins, Orch. Accomp. Ted Snyder
- Sugar Moon.—Baritone and Tenor Duet by Collins and Harlan, Orch. Accomp. Percy Wenrich
- (Two sides copyrighted; additional price, 4c.)
- A854 The Chanticleer Rag.—Baritone and Tenor Duet by Collins and Harlan, Orch. Accomp. Al Gumble
- Temptation Rag.—By Prince's Military Band Henry Lodge
- (Two sides copyrighted; additional price, 4c.)
- A855 Call Me Up Some Rainy Afternoon.—Soprano Solo by Ada Jones and Chorus, Orch. Accomp. Irving Berlin
- When the Bells Are Ringing, Mary.—Tenor Solo by Harry Tally, Orch. Accomp. A. Von Tilzer
- (Two sides copyrighted; additional price, 4c.)

COLUMBIA 10-INCH SYMPHONY, No. 1, DOUBLE-DISC RECORDS.

- A856 A Little Thief.—Mezzo-soprano Solo by Bettina Freeman, Orch. Accomp. Leo Stern
- The Little Irish Girl.—Mezzo-soprano Solo by Bettina Freeman, Orch. Accomp. Lohr
- Giuseppe Pimazzoni, Baritone.
- A857 Un Ballo in Masechera.—Eri tu che macchiavi (Thou didst sully that spirit pure).—Baritone Solo (in Italian) by Giuseppe Pimazzoni, Orch. Accomp. Verdi
- La Traviata.—Di provenza il mar, il suol (From your home in fair Provence).—Baritone Solo (in Italian) by Giuseppe Pimazzoni, Orch. Accomp. Verdi

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

- A5218 Lascia. Dramatic Recitation by Edgar L. Davenport, Orch. Accomp. Desprez
- Sheridan's Ride.—Dramatic Recitation by Edgar L. Davenport, Orch. Accomp. Read
- A5219 Robin Adair.—Contralto Solo by Mrs. A. Stewart Holt, Orch. Accomp. Lady Caroline Keppel
- Flow Gently, Sweet Afton.—Contralto Solo by Mrs. A. Stewart Holt, Orch. Accomp. Spillman
- A5220 Peer Gynt Suite I. (The Morning). By Prince's Orch. E. Grieg
- Peer Gynt Suite II. (Ase's Death). By Prince's Orch. E. Grieg

COLUMBIA 12-INCH SYMPHONY RECORDS.

- A5199 La Forza del Destino.—Pace, pace mio Dio (Comfort me, dear Lord).—Soprano Solo (in Italian) by Signorina Celestina Boninsegna, Orch. Accomp. Verdi
- Ernani.—Ernani, Involami (Ernani, by my side).—Soprano Solo (in Italian) by Signorina Celestina Boninsegna, Orch. Accomp. Verdi

COLUMBIA 2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 1387 Nibelungen March.—By Band. Richard Wagner
- 1388 The Girl with the Brogue.—Soprano Solo by Ada Jones, Orch. Accomp. Wiperis and Monckton
- 1389 Temptation Rag.—Baritone Solo by Arthur Collins. Weslyn and Lodge
- 1390 Sweet By-and-By.—Vocal Quartet, Mixed Voices, Orch. Accomp. Jos. P. Webster
- 1391 Lucy Anna Lou.—Soprano and Tenor Duet by Ada Jones and Walter Van Brunt, Orch. Accomp. Gus Edwards
- 1392 The Garden of Roses.—By Rome Fenton, Orch. Accomp. Dempsey and Schmid
- 1393 Valse Lente.—By Orch. Leo Delibes
- 1394 Plee as a Bird.—Baritone Solo by James F. Harrison, Orch. Accomp. Dana and Root
- 1395 The Chanticleer Rag.—Baritone and Tenor Duet by Collins and Harlan, Orch. Accomp. Al Gumble
- 1396 Jim Bludsoe.—Dramatic Recitation by Edgar L. Davenport. John Hay
- 1397 Loin du Bal.—By Orch. E. Gillet
- 1398 Back to My Old Home Town.—Tenor Solo by Walter Van Brunt, Orch. Accomp. Byles and Norworth
- 1399 Tenting on the Old Camp Ground.—Vocal Quartet, Male Voices. Kittredge and Johnson
- 1400 What's the Matter with Father?—Baritone Solo by Fred Duprez, Orch. Accomp. Williams and Van Alstyne
- 1401 The Mill in the Forest. By Band. Eilenberg

COLUMBIA 4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 3115 Orpheus (Overture).—By Band. Offenbach
- 3116 Passage-Birds' Farewell.—Soprano and Tenor Duet by Mrs. Elizabeth Wheeler and John Young, Orch. Accomp. Eugene Hildach
- 3117 Then You'll Remember Me.—Tenor Solo by Henry Burr, Orch. Accomp. M. W. Balfe
- 3118 I Love a Lassie.—Humorous Scotch Song by Sandy McGregor, Orch. Accomp. Grafton and Lauder
- 3119 Sheridan's Ride. Dramatic Recitation by Edgar L. Davenport, Orch. Accomp. Thomas Reid
- 3120 Charbe d'Amour (Love's Spell).—By Orch. Edwiy Kendall
- 3121 Sugar Moon. Baritone and Tenor Duet by Collins and Harlan, Orch. Accomp. Wenrich and Murphy
- 3122 I've Got the Time, I've Got the Place, But It's Hard to Find the Girl.—Tenor Solo by Walter Van Brunt, Orch. Accomp. McDonald and Henry
- 3123 Aubade Printaniere (Spring Morning Serenade).—By Band. Lacombe
- 3124 The Mikado.—Selections. By Indestructible Light Opera Co. Gilbert and Sullivan
- 3125 Sauerkrant is Bullv.—Comic Song by George P. Watson, Orch. Accomp.

- 3126 The Skaters' Waltz.—By Baud. Waldteufel
- 3127 College Medley, No. 1.—Vocal Quartet, Male Voices. Arranged by Arthur Berg
- 3128 Serenade.—By Vincent Hards. Schubert
- 3129 In the Clock Store (Descriptive Fantasia).—By Band. Charles J. Orth

NEW EDISON AMBEROL RECORDS.

- 494 With Sword and Lance March. National (London) Military Band
- 495 Killarney. Marie Narelle
- 496 Sugar Moon. Collins and Harlan
- 497 You'll Never Find Another Love Like Mine. Manuel Romain
- 498 Irish and Scotch Melodies—Fantasia. Charles Daab
- 499 He's My Soft Shell Crab on Toast. Marie Dressler
- 500 Eiding in Thee. Anthony and Harrison
- 501 Slavic March. Victor Herbert Orch.
- 502 Put on Your Slippers, You're in for the Night. Ada Jones
- 503 If This Rose Told You All It Knows. Oakland and Thompson
- 504 International and "Fans" Marches. John Kimmble
- 505 Phoebe Brown. Maude Raymond
- 506 Rescued from the Flames. Len Spencer and Co.
- 507 Southern Dream Patrol. N. Y. Military Band
- 508 I'm the Man They're Looking For. Edward M. Favor and Chorus
- 509 One Sweetly Solemn Thought. Knickerbocker Quartet
- 510 My Old Armchair. Billy Williams
- 511 If Dreams Are True. Will Oakland
- 512 Carry Me Back to Old Virginia. Premier Quartet
- 513 Over the Waves Waltz. N. Y. Military Band

NEW EDISON STANDARD RECORDS.

- 10410 Emperor's Maneuver March. U. S. Military Band
- 10411 That Old Step Man. Sophie Tucker
- 10412 So Long, Mr. Flanagan. Ed. Meeker
- 10413 L'Encore. Victor Herbert and Orch.
- 10414 Pal of Mine. Manuel Romain
- 10415 The Chanticleer Rag. Collins and Harlan
- 10416 Marie Dressler's "Working Girl" Song. Marie Dressler
- 10417 German Waltz Medley. John Kimmble
- 10418 You Can't Make Me Stop Loving You. Will Oakland
- 10419 Only a Beam of Sunshine. Anthony and Harrison
- 10420 How Can You Love Such a Man. Josie Sadler
- 10421 The Lady Bugs' Review. Amer. Standard Orch.
- 10422 Krausmeyer Taking the Census. Ada Jones and Len Spencer
- 10423 That Fussy Rag. Long Acre Quartet
- 10424 The Smiler Rag. N. Y. Military Band

EDISON GRAND OPERA AMBEROL RECORDS

- 35006 La Veritable Manola (Emile Bourgeois).—Spanish Song, Orch. Accomp. (In French) Blanchet Arral
- 40023 La Favorita.—O mio Fernando (Donizetti)—Orch. Accomp. (In Italian). Marie Delna
- 40024 Faust.—Air des Bijoux (Gounod).—Orch. Accomp. (In French). Marguerite Sylva
- 40025 Lohengrin.—Lohengrin's Abschied (Wagner).—Orch. Accomp. (In German). Will Karl Jörn
- 40026 Andrea Chénier.—Monologo (Giordano).—Orch. Accomp. (In Italian). Giovanni Polese

Edison Amberol Records in Hebrew.

- 10003 Eli Eli, Lomo Azaytoni (Friedsell).—From the Hebrew Play "Bruch". Frances Simonoff
- 10004 Dug Fretlicheben Teibel (Friedsell).—From the Hebrew Play "Bon-Ami". Frances Simonoff

ZONOPHONE DOUBLE RECORD DISCS.

- ZON-O-PHONE CONCERT BAND.
- 5642 A Where the River Shannon Flows.—March. B The Coming Regiment.—March.
- 5649 A My Hero.—Waltz Song, from "Chocolate Soldier". B Bulgarian March, from "Chocolate Soldier". ZON-O-PHONE ORCH.
- 5650 A Phryne Valse. B Onkel Fichte.
- VOCAL SELECTIONS WITH ORCH. ACCOMP.
- 5643 A Put on Your Old Grey Bonnet. B The Village Blacksmith. Fred Lambert.
- 5644 A Hurrah for Our Baseball Team. B Mary, You're a Big Girl Now. Byron G. Harlan.
- 5645 A I Love You. B Shame, Shame, Shame. Arthur Collins and Byron G. Harlan.
- 5646 A Swingin' in de Sky. B Underneath the Sugar Moon. Frank C. Stanley and Henry Burr.
- 5647 A The Moonlight, the Rose and You. B My Prairie Song Bird. Billy Murray.
- 5651 A Has Anybody Here Seen Kelly? B Please Don't Tell My Wife.
- MISCELLANEOUS VOCAL SELECTIONS WITH ORCH. ACCOMP.
- 5652 A Bedtime at the Zoo. Ada Jones
- B Charming Weather. Ada Jones-Billy Murray
- 5653 A That Beautiful Rag. Arthur Collins
- B Old Wine in New Bottles. Zon-o-phone Coucert Band Peerless Quartet.
- 5648 A By the Light of the Silvery Moon. B Parson Pinkney. Unaccomp.

NEW VICTOR RECORDS.

- 31793 Rakoczy Overture. Keler-Bela 12
- 5786 Pazzoca Promenade (A Trombone Moan). Huffer 10
- John Barnes Wells, Tenor.
- 5788 Boat Song. Harriet Ware 10
- 5789 Thine Eyes So Blue and Tender. Lesson 10
- A SPARKLING MEDLEY FROM "THE RED MILL." Victor Light Opera Co.
- 31794 Gems from "The Red Mill": "Enough of Work," "Moonbeams Shining," "When You're Pretty and the World is Fair," "Good-bye, John," "The Streets of New York." Herbert-Blossom 12
- Peerless Quartet.
- 5787 That Fussy Rag. Smalley 10
- Lucy Marsh—Harry Macdonough.
- 31792 Love Divine. All Love Exciting. Stainer 12

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NEW RED SEAL RECORDS.

No.	Size.
Enrico Caruso, Tenor, with Orch.—In Italian.	
88246 Gioconda—Romanza, "Cielo e mar" (Heaven and Ocean) Ponchielli	12
Frances Alda, Soprano, with Orch.—In Italian.	
88247 Falstaff—Sul fill d'un soffio (Borne on the Breeze) Verdi	12
John McCormack, Tenor, with Orch.—In English.	
64138 Annie Laurie Douglass Scott	10
74175 Molly Bawn Lover	12
Florence Constantino, Tenor, with Orch.—In Italian.	
74174 Manon—Ah fuyez, douce image! (Depart, Fair Vision!) Massenet	12
Maud Powell, Violinist, Accom. by George Falkenstein.	
64134 Traumerel Schumann	10
74173 Capriccio Valse (Waltz Caprice, Op. 7) Wieniawski	12
74179 Romance from Concerto, No. 2, Op. 22. Wieniawski	12
Marcel Journet, Bass, with Orch.—In French.	
64137 Faust—Serenade Nephistopheles. Gounod	10
FOUR NEW ELMAN SOLOS.	
Mischa Elman, Violinist, Accom. by Percy B. Kahn.	
64135 Menuett Haydn	10
64140 Gavotte Mozart	10
74176 Caprice Basque. Pablo de Sarasate	12
74178 Nur, wer die Sehnsucht kennt (Ye Who Have Yearned Alone). Tchaikowsky	10
Evan Williams, Tenor.	
64139 Four Leaf Clover. Brownell	10
Emilio de Gogorza, Baritone, with Orch.—In Italian.	
64136 O sole mio (Neapolitan Folk Song) di Capua	10

VICTOR DOUBLE-FACED RECORDS.

No.	Size.
16495 Hail Columbia (Hopkinson)	10
Harry Macdonough-Haydn Quartet	
Yankee Doodle (Shankburg)	10
Billy Murray-Haydn Quartet	
16543 Singing Bird (Edwards) Stanley and Burr	10
Friedrichs March (Gung'l-Lewis)	10
Pryor's Band	
16558 Nix on the Glow Worm, Lena (Macdonald-Carroll)	10
Ada Jones	
Swingin' in de Sky (Kingsley)	10
Collins and Harlan	
16541 Eternal Father, Strong to Save (William Whiting, 1860) (Tune "Melita") J. B. Dykes, 1861) Haydn Quartet	10
Stabat Mater—Inflammatus (Rossini) Pryor's Band	10
16556 Come Be My Sunshine, Dearie (Gardner) Harry Macdonough	10
The Arcadians—Favorite Melodies (Monckton Talbot) Arthur Pryor's Band	10
16542 Temptation Rag Medley Arthur Pryor's Band	10
Turtle Dove Polka (Damaré) Mosé Tapiero	10
16557 The Morning After the Night Before (Fred Helf) Billy Murray	10
Darky School Days—Introducing "Upon the Golden Shore" Golden and Hughes	10
16544 El Rosario—Intermezzo (Willold) Estudiantina Trio	10
Pamplona Waltz (Gauwin)	10
Estudiantina Trio	
16545 Calm as the Night (Stille wie die Nacht) (Böhm) Vienna Quartet	10
Serenade (Schubert), Violoncello (Accomp. by C. H. Booth) Victor Sorlin	10
16564 Col. Wellington's March (Reeves) Pryor's Band	10
C. G. V. March (Votteler) Pryor's Band	10
35111 Prize Song (Wagner) (From "Meistersinger") Violoncello (Accomp. by C. H. Booth) Victor Sorlin	12
Ernani Selection (Verdi) Arthur Pryor's Band	12

35124 Mikado Waltzes (Sullivan) for dancing. Pryor's Band	12
Belle of New York Selection (Kerker) Pryor's Band	12

VICTOR PURPLE LABEL RECORDS.

No.	Size.
Nora Bayes, Comedienne.	
70020 What Good Is Water When You're Dry? Goetz-Kendis-Paley	12
60923 That Lovin' Rag. Smalley-Adler	10

MULTUM IN PARVO.

A sure way to spoil an employe: Hold him responsible, but give him no authority.

The manager of a store or the foreman of a shop should choose, as between the two, the constant use of his eyes rather than of his hands.

When a man is "satisfied" with his business, there are nine chances out of ten that the business is in peril.

The executive head who loads up on details is the man who is in danger of being swamped by them until his usefulness is gone.

Never overlook the small buyer. Once get him started and he usually is a steady buyer.

Why keep on covering unprofitable territory? If it don't pay, why work it?

As too many cooks spoil the broth, so too many handlings spoil the profits.

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Price seems to be a secondary consideration when the sale of the concealed horn machines is concerned. As with musical instruments of any description, people of means are in sufficient number to request and pay for artistic and elegant goods; and this is particularly true of this type of talking machine. Something finer and more slightly to the discriminating was provided and the rewards, not to mention increased appreciation, are commensurate with the task undertaken and the resultant products.

THE VALUE OF COURAGE.

Courage is a virtue the young cannot spare; to lose it is to grow old before the time; it is better to make a thousand mistakes and suffer a thousand reverses than run away from the battle of life.

THE DANGEROUS FIVE PER CENT.

Apparent Shrewdness Often Means Danger of Overstocking—Caution a Necessary Factor.

A merchant purchased a much larger order of goods than he needed because he was offered an extra 5 per cent.

Another merchant did not have nearly as many as he needed, because he was refused an extra 5 per cent.

The first lost money because he was overstocked. The second failed to make money because he was understocked.

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