

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, October 15, 1910



The best-known trade mark in the world

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

THE PLEASURE
DOUBLED

THE COST
REDUCED



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

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

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

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

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

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

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

Universal Talking Machine Mfg. Co.

Fourth and Race Streets

Philadelphia, Pa.

Distributors of Zon-o-phone Goods:

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

CONNECTICUT

Bridgeport.....F. E. Beach, 982 Main St.

FLORIDA

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

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Chicago.....B. Olshansky, 616 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.

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Baltimore.....C. S. Smith & Co., 641 W. Baltimore St.
Baltimore.....Louis Mazor, 1428 E. Pratt St.

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Kansas City....Webb-Freyschlag Merc. Co., 620 Delaware St.
Springfield....Morton Lines, 326 Boonville St.
St. Louis.....Knight Mercantile Co., 211 N. 12th St.
St. Louis.....D. K. Myers, 8889 Finney Ave.

NEBRASKA

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

NEW JERSEY

Hoboken.....Eclipse Phono. Co., 208 Washington St.

NEW YORK

Brooklyn.....B. G. Warner, 1218 Bedford Ave.
New York.....I. Davega, Jr., Inc., 125 West 125th St.

NORTH DAKOTA

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

OHIO

Akron.....Geo. S. Dales Co., 128 S. Main St.
Cincinnati.....J. E. Poorman, Jr., 689 Main St.
Cleveland.....The Bailey Company, Ontario St. and Prospect Ave.

PENNSYLVANIA

Allegheny.....H. A. Becker, 601 Ohio St.
Harrisburg.....J. H. Troup Music House, 15 So. Market Sq.
Philadelphia...Harmonia Talking Machine Co., 1821 Arch St.
Philadelphia...H. A. Weymann & Son, 1010 Chestnut St.
Pittsburgh.....C. C. Mellor Co., Ltd., 319 Fifth Ave.

TEXAS

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

WISCONSIN

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

CANADA

Toronto.....Whaley, Royce & Co., Ltd., 158 Yonge St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Granville St.
Winnipeg, Man. Whaley, Royce & Co. Ltd.

The Talking Machine World

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Price Ten Cents

TALKING MACHINES IN NAVY.

With the Enlisted Men of All Grades Sound-Reproducing Instruments Have Become a Virtual Necessity—Great Purchasers of Records—A Special Fund Created for This Purpose—No Old Records Kept in Stock Here—Some Interesting Facts.

By Waldon Fawcett.

There is probably no sphere of our national life where the phonograph or talking machine is a greater factor in the securing of entertainment than in the United States Navy. With officers and enlisted men of all grades sound-reproducing instruments have become a virtual necessity. Such instruments may be found in all navy yards, camps, etc., but as may readily be surmised it is on shipboard that the talking machine has attained its acme of value and usefulness. Indeed, it has been more influential than any other factor—not even excepting the player-piano and the moving picture machine—in amusing and diverting Uncle Sam's sea fighters on their long cruises, and in port and

may purchase any record that pleases his fancy, and contributions of this kind come to the record library almost daily. Indeed on some ships so many records are brought aboard by the jackies that it becomes necessary every now and then to toss an accumulation of records overboard simply because there is no room to store them. It appears like wanton waste to a visitor to see perfect records—sometimes hardly worn at all—heaved overboard as food for the fishes, but there is no room to spare on a modern warship, and when the hard and fast limitations of space are reached there is nothing for it but to discard some of the older or less liked selections, even though they are in perfect condition.

THE VALUE OF COURTESY.

Big and Successful Men Realize Importance of Being Courteous at All Times.

Have you ever noticed that the fellows who run most of the big concerns of the country are the ones who always return courteous answers?

If you address the president of a railroad he will listen attentively and make a decent reply. But ask a civil question of a cub at the depot in a country town and you will get a smart and flip-pant reply.

Go into a big city store and ask for the manager; he will talk pleasantly and give you the desired information. But happen to get in the way of the bright young fellow who is washing a window and he will hand you a package that will make your blood boil. Drop around twenty years later and the cub in the depot may have advanced until he is a brakeman on the local freight and the window washer will likely

be driving one of the delivery wagons for the store.

The presidents of railroads and the managers of big concerns are the fellows who in the flowery days of their youth acquired the habit of returning soft and courteous answers. That is one of the reasons they become railroad presidents and managers of big concerns. The cub who knows more than the president and the window washer will still be polishing glass in the Autumn time of his life.

LANGUAGE BY PHONOGRAPH.

Doctor Rosenthal Urges Use of System in the Schools—His Present Method a Success.

Dr. Richard S. Rosenthal, the originator and author of the "Rosenthal Common Sense Method of Practical Linguistry," who has long used the phonograph in his method of teaching languages, says that by his language-phone method he presents the most scientific and practical method of language learning thus far invented.

Doctor Rosenthal protests against the methods used in the teaching of languages in the schools and colleges of this country. He declares that the object of such teaching should be to teach students to converse in foreign languages, and makes the charge that no such training is given. He urges that the phonograph enter the high schools and colleges, and give a speaking knowledge of modern languages to students in return for the

years of effort they expend upon their mastery. "I hold," declares Doctor Rosenthal, "that a complete mastery of a foreign tongue can be obtained only by training the eye, ear, tongue and memory at one and the same time; the ear, by giving the sound and intonation of every word; the eye, by seeing the spelling; the tongue, by imitating and uttering the words heard, and the memory, by such continuous repetition of the foreign sounds that they will become second nature to the student, so that he no longer thinks about them but in them."

RECORD FACTORY FOR BIRMINGHAM.

New Industry for Alabama City If Plans of Nashville Man Are Developed—Holds Rights for Commercial Output.

(Special to The Talking Machine World.)

Birmingham, Ala., Oct. 1, 1910.

It is probable that a phonograph record factory will be located in this city at an early date. D. T. Blakey, of Nashville, who has several rights in connection with commercial phonographs, arrived in Birmingham recently and was in consultation with real estate men.

Mr. Blakey stated that none of the many details of his work had been completed yet and pending their culmination he would not care to make any definite statement.

"I was en route to Atlanta when I stopped over here," said Mr. Blakey. "I am planning to erect a factory for the manufacture of phonograph records and I am very nearly decided to start in this city. We have several valuable rights and have sufficient money with which to build our plant. We would construct a fine and highly valuable plant and have a very good output. I will confer with some local real estate men and may make a statement of interest within a short time."

VAUGHAN MUSIC CO GIVES RECITAL

Well-Known Norfolk, (Va.) Music House Holding Series of Evening Concerts Which Are Largely Patronized—Getting Results.

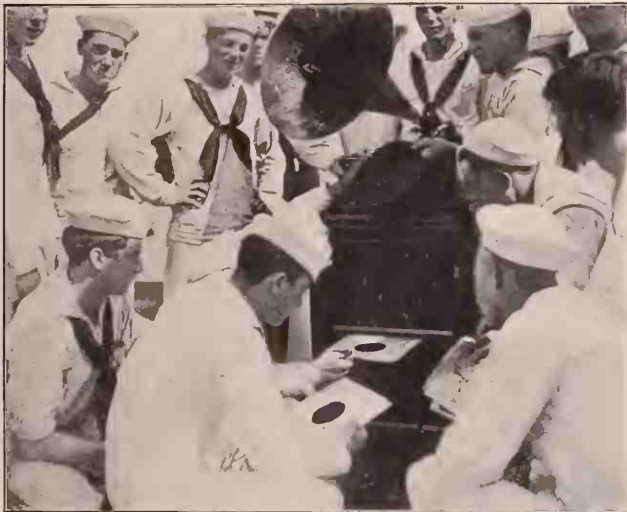
The Vaughan Music Co., who handle the Victor and Edison lines of machines and records in Norfolk, Va., have been giving a series of evening concerts which have been largely patronized by Norfolk's leading people. Special programmes, booklets, etc., are given to those who attend and all who have heard these concerts have expressed themselves in a most enthusiastic fashion. This is a splendid means of educating the public to the value of the talking machine, and as a result of their publicity the Vaughan Co. have been steadily increasing their business.

PHONOGRAPH REPLACES FOGHORN.

H. L. Tibbals, Jr., manager of the Union wharf at Port Townsend, near Baltimore, Md., has hit upon an aid to navigation serviceable when the waters are obscured with smoke from burning forests. Mr. Tibbals is using a phonograph to help pilots bring their vessels to the landing. The usual thing is a foghorn, but to-day foghorns were tooted on a dozen vessels lying at anchor near by. The phonograph was highly successful. It is planned to have special records made to belch warning cries over the waters. To-day's warnings consisted of the strains of "Has Any One Here Seen Kelly?"

TO HANDLE ONLY COLUMBIA CO. LINE.

The Will A. Watkin Co., Dallas, Tex., have issued a circular announcing that hereafter they will handle exclusively only the talking machines and records manufactured by the Columbia Phonograph Co., General.



GETTING OUT RECORDS ON BOARD U. S. WARSHIP.

at sea has proven the prime antidote for monotony and homesickness.

There is probably not one vessel of any size in the United States Navy that has not on board at least one phonograph or talking machine. In some cases the instruments have been donated to the crew, as in the case of the handsome Symphony Graphophone presented to the cruiser Salem by the city of Salem, Mass., but in most instances the instruments have been purchased by officers and seamen by subscription. And because there are many to contribute and because Jack is a liberal spender the ships usually boast the best in this line. On most of the battleships, such as the New Jersey, Vermont, etc., there are Victrolas, and where, as in the case of our newest and finest battleship, the Delaware, we find instead the highest priced horn machine it is not because of a lower purchase price, but because the boys prefer a more readily portable instrument that can be moved up on deck for a concert in fair weather.

As every dealer knows who has succeeded in getting a line on their trade, the bluejackets are splendid customers for records. Collectively the tars show the most catholic taste as to selections, but they do not hesitate at the price of any record that particularly pleases them. Most of the ships have a regular system for purchasing new records from a common fund raised by regular assessment for the purpose, and these records in due course find their way into an exchange system that secures the rotation of the records among all the ships of the fleet. However, any bluejacket on shore liberty

MILWAUKEE TRADE NEWS.

Decided Improvement Reported by Both Jobbers and Dealers—Everyone Seems Satisfied—Stocks Becoming Very Much Depleted—Wisconsin Talking Machine Men Jubilant Over the News That the Jobbers' Convention in 1911 Has Been Secured for Milwaukee—Lawrence McGreal Nominated for Sheriff by Democrats—Talking Machines Installed in Music Department of the University of Wisconsin—Roosevelt Visits McGreal Store—Personal Items Worth Recording—Latest Victor Co. Announcements Please Trade—Grafonolas Much in Demand—Other Lines That Are Drawing Business.

(Special to The Talking Machine World.)

Milwaukee, Wis., Oct. 9, 1910.

Genuine improvement in both wholesale and retail talking machine lines is the report everywhere in Milwaukee. The usual fall revival is taking place in earnest and dealers are more than satisfied. It was feared that because of the depression existing in some lines, that perhaps talking machine sales would not reach the high mark hoped for this fall, but present business is setting all fears at rest.

Practically every retail dealer in the city, as well as the few heard from about the State, say that trade in both machines and records is at least 50 per cent. better than a month ago and decidedly better than at the same time a year ago. The feature of the local trade is the strong demand for high-grade machines, a situation that has long been noticed in Milwaukee. The new October records are proving good sellers.

Jobbers report a most satisfactory trade. Retail stocks all over the State seem to be unusually low and dealers are finding themselves forced to place good orders for the fall trade and later holiday business. An especially good business is looked for in all of the smaller cities and towns of the State from now on because of the fact that Wisconsin crops are turning out to be away ahead of all expectations made earlier in the season.

Talking machine dealers all over Wisconsin are jubilant over the news that the 1911 convention of the National Association of Talking Machine Jobbers will be held in Milwaukee. Leading dealers and jobbers say that every effort will be made to make the gathering a complete success and that Milwaukee's reputation as a convention city will be upheld. When Frank A. Cannon, secretary of the Citizens' Business League of Milwaukee, was notified of the decision of the association to hold its next meeting in Milwaukee, local talking machine men immediately decided to leave no stone unturned in the effort to offer something unusual in the way of entertainment features for the gathering.

At the last convention at Atlantic City, the selection of next year's convention city was left to a postal card referendum vote of the members. Among the cities in the field for the gathering were Atlantic City, Kansas City and Rochester. Milwaukee men have been notified that this city was chosen by a decisive vote. Dealers are giving much credit to Lawrence McGreal, Milwaukee's leading jobber, for landing the event for Milwaukee.

Lorenzo Lambeck, a talking machine dealer of Beaver Dam, Wis., was in Milwaukee recently to attend the funeral of his father, Herman Lambeck, Sr., who passed away at his home in this city.

Lawrence McGreal, Milwaukee's well-known talking machine jobber, was nominated for sheriff of Milwaukee county on the Democratic ticket with flying colors at the recent primaries. The nomination came to Mr. McGreal entirely unsolicited and this fact, together with his great popularity, augurs well for his election this fall. Mr. McGreal figures that his strongest opponent is the Social Democrat candidate, who, of course, will receive the support of the undivided Socialist vote, which means a great deal, considering the fact that Milwaukee now has a Social Democratic administration. It is believed that all this will be offset by the fact that Mr. McGreal is widely and popularly known as one of the most successful business men in Milwaukee, while his integrity is unquestioned.

On several of Mr. McGreal's campaign cards, his face is pictured in the horn of an Edison machine, while he is referred to as "the talking machine man." On the rear of one of the cards a full length picture of Mr. McGreal is given, while underneath is this vote-attracting sentence: "A progressive business man. Not a professional office seeker."

William P. Hope, Wisconsin and upper Michigan representative of the National Phonograph Co., was in Milwaukee recently. Mr. Hope is now working the wagon proposition, offered to dealers by the company, and reports that dealers all over Wisconsin are enthusiastic over this plan, whereby with each order of forty machines they are supplied with a wagon at a nominal rental.

The extension division of the University of Wisconsin, which is accomplishing much by its courses offered about the State, recognizes the value of the talking machine as an aid in teaching music. Two courses in music are now being offered to correspondence students by the extension division, each course consisting of sixteen lessons. The development of an intelligent understanding and appreciation of the best music is the purpose of the first course. How to listen to a concert, how to judge of the merits of the music, and how to pass an opinion on the general performance are the three things receiving special attention in this course and in this connection, the department of music at the university suggests the use of the talking machine wherever possible. The teaching of public school music and the preparation of teachers for this work is the subject of the second course and here, too, the use of the talking machine is advanced where it may be found desirable.

A rapidly increasing demand for Grafonolas is reported by A. G. Kunde, Milwaukee's hustling Columbia dealer. An especially good business is being experienced by Mr. Kunde at this time.

"Our Columbia business is very good, prospects are fine and we are looking for the best fall business in the Columbia's history in Milwaukee," said Mr. Kunde.

Indications are that two new Columbia dealers will be located in Milwaukee during the present month for the purpose of caring for much of the outlying business.

Mrs. A. G. Kunde is again assisting her husband at their retail Columbia store, at 516 Grand avenue. Mr. Kunde was in Chicago this week calling upon the Chicago offices of the Columbia.

The factory plant of the New Idea Cabinet Co. has been moved to larger and more adequate quarters

in a building owned by the Milwaukee Journal, on Fourth street, between Grand avenue and Wells street. Two floors are occupied here and a full line of new equipment has been installed. Manufacturing operations are now under way and Lawrence McGreal, one of the members of the company, announces that the company will be ready to ship the new cabinets by Oct. 10. Supt. Jollis is in charge of the new plant and now has a good-sized force of men working under him. Expectations are that the cabinets will be turned out at the rate of 200 each month.

"We have made several improvements upon the New Idea cabinet," said William Schmidt, inventor of the cabinet. "While we are following our original plans, we have made several valuable changes. We are turning out cabinets for all styles of Victor machines, including the new styles, 10 and 11. Demand is strong for the new cabinet and there is every indication that it is going to be a big seller."

George D. Ornstein, manager-salesman of the Victor Talking Machine Co., is in Milwaukee visiting his sister, whose health is very poor at the present time.

Albert G. Kunde, well-known Columbia dealer, 516 Grand avenue, was made the subject of an interesting sketch recently in a series of portraits published by the Evening Wisconsin of prominent Milwaukee business and professional men.

Although Col. Theodore Roosevelt was a busy man when he was in Milwaukee last month as the guest of the Milwaukee Press Club, he found time to visit for a few minutes the talking machine establishment of Lawrence McGreal. The Roosevelt party in automobiles, was passing through the city when the colonel's attention was attracted by the McGreal store and he expressed a wish to inspect the place. The entire party was taken into the retail establishment, now conducted by Miss Gertrude Gannon, sister-in-law to Mr. McGreal, and the colonel expressed himself as delighted many times as he listened to several grand opera records on both the Victor and Edison machines.

L. C. Parker, manager of the Victor talking machine department of Gimbel Bros. Milwaukee store, is placing all of his orders through the new New York store, considered the largest in the world. This same practice is also being followed by the manager of the talking machine department of the Philadelphia store.

Business conditions are very good, according to Mr. Parker's views, and future prospects are exceptionally bright. He is planning an extensive advertising campaign as a means of bringing his

We Are In Readiness for the FALL and WINTER RUSH ? ARE YOU?

Prepare now to be in a position to deliver the goods and take the profits. Don't delay.

You know what it means to say to your customer "I haven't it in stock, but will get it for you"—the other fellow gets the order. Our stocks of VICTOR and EDISON GOODS mean quick deliveries to you, and profits to both of us.

If you don't know what EASTERN CO. SERVICE is, you don't know what makes the Talking Machine Business a good Business. *Try Us.*

THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

DISTRIBUTERS OF EDISON AND VICTOR MACHINES, RECORDS, SUPPLIES



Opportunity

Our advertisements in the magazines, newspapers and farm papers tell the public how good Victors and Victor Records are.

Your advertising in your local newspapers should tell the people that you have the Victor—invite them to come in and hear it.

You are missing a splendid opportunity if you don't say to your townspeople "Here are the Victors and Victor Records you see advertised so extensively".

The sooner you start the better for you.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

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

VICTOR DISTRIBUTORS:

Albany, N. Y. Finch & Hahn.
 Altoona, Pa. W. H. & L. C. Wolfe.
 Atlanta, Ga. Elyea-Austell Co.
 Phillips & Crew Co.
 Austin, Tex. The Petnecky Supply Co.
 Baltimore, Md. Cohen & Hughes, Inc.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons.
 Wm. McCallister & Son.
 Bangor, Me. M. H. Andrews.
 Birmingham, Ala. E. E. Forbes Piano Co.
 Talking Machine Co.
 Boston, Mass. Oliver Ditson Co.
 The Eastern Talking Machine
 Co.
 M. Steinert & Sons Co.
 Brooklyn, N. Y. American Talking Machine Co.
 Buffalo, N. Y. W. D. Andrews.
 Neal, Clark & Neal Co.
 Burlington, Vt. American Phonograph Co.
 Butte, Mont. Orton Brothers.
 Canton, O. The Klein & Heffelman Co.
 Chicago, Ill. Lyon & Healy.
 The Rudolph Wurlitzer Co.
 The Talking Machine Co.
 The Rudolph Wurlitzer Co.
 Cincinnati, O. The Rudolph Wurlitzer Co.
 Cleveland, O. W. H. Buescher & Son.
 Collister & Sayle.
 The Eclipse Musical Co.
 Columbus, O. Perry B. Whitsit Co.
 Denver, Colo. The Hext Music Co.
 The Knight-Campbell Music
 Co.
 Des Moines, Iowa Chase & West.
 Collister & 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 & Phono-
 graph Co.
 Lincoln, Neb. Ross P. Curtice Co.
 Little Rock, Ark. O. K. Houck Piano Co.
 Los Angeles, Cal. Sherman, Clay & Co.
 Louisville, Ky. Montenegro-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.
 Landy Brothers, Inc.
 New York Talking Machine Co.
 Stias 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. Hepe & Son.
 Penn Phonograph Co., Inc.
 H. A. Weymann & Son, Inc.
 Pittsburg, Pa. C. C. Mellor Co., Ltd.
 Portland, Me. Standard Talking Machine Co.
 Cressey & Allen.
 Portland, Ore. Sherman, Clay & Co.
 Richmond, Va. Cable Piano Co., Inc.
 W. D. Moses & Co.
 Rochester, N. Y. E. J. Chapman.
 The Talking Machine Co.
 Salt Lake City, Utah Carstensen & Anson Co.
 The Consolidated Music Co.
 San Antonio, Tex. Thos. Goggan & Bros.
 San Francisco, Cal. Sherman, Clay & Co.
 Savannah, Ga. Phillips & Crew Co.
 Seattle, Wash. Sherman, Clay & Co.
 Sioux Falls, S. D. Talking Machine Exchange.
 Spokane, Wash. Eilers Piano House.
 Sherman, Clay & Co.
 St. Louis, Mo. Koerber-Brenner Music Co.
 The Aeolian Company of Mo.
 St. Paul, Minn. W. J. Dyer & Bro.
 Koehler & Hinrichs.
 Syracuse, N. Y. W. D. Andrews.
 Toledo, O. The Hayes Music Co.
 The Whitney & Currier Co.
 Washington, D. C. E. F. Droop & Sons Co.
 Robert C. Rogers Co.

**With "the one complete line" and
Columbia exclusive selling rights you
can tune the talking machine business
in your district up to any key-note you
like the sound of.**



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

wares before the public eye. The work of installing talking machines in the public schools of the city is being continued with much success. The latest school to be so equipped is the West Division high school, the third high school of the city to purchase a Victor.

According to Milwaukee dealers, the move made by the Victor company in taking up the fibre needle business is one of the best which has been made for some time. Excellent sales are being made of these needles, which are proving exceedingly popular.

"I am looking forward to making some splendid sales in the new hornless Victors, which are being gotten out, and which will sell at \$75 and \$150," said J. H. Becker, manager of the talking machine department of the Hoeffler Manufacturing Co. "These machines will find a ready market, as there are a large number of persons willing to pay at least \$200 for a talking machine outfit, including records."

Mr. Becker recently entertained a number of friends at his home and during the evening seven numbers by Caruso, Melba and Schumann-Heink were given on his Victrola. As a result of this little entertainment Mr. Becker has received numerous inquiries from his friends as to the prices and particulars of the machine. Several sales will undoubtedly be made.

With prospects showing up so brightly, the local dealers are preparing for an unusually heavy run on the high-priced machines. Milwaukeeans seem to realize the great difference between the high grade and cheaper machines and are confining their purchases largely to the expensive instruments.

Several of the local houses are receiving a large amount of mail order business from different points throughout the State and in some cases from far parts of the country. The mail order business is highly profitable and steps are being taken by several of the dealers to extend their operations in this line.

I. J. Kitch, representing the Talking Machine Co. of Chicago, visited the Milwaukee trade recently.

PROMPTNESS IN BUSINESS.

The merchant who develops the faculty of cleaning up each matter which comes before him for attention and getting it off his mind at once enjoys a big advantage over the one who has permitted himself to become accustomed to putting off matters from time to time in the belief that to-morrow he will have more time to attend to things than he has to-day. It is not always possible to take final action promptly on the various problems which arise in the life of every business man, but in the majority of cases a decision can be arrived at on most points now as well as to-morrow or next week. If you have never made any determined effort to acquire the excellent habit of taking definite and prompt action on each matter which comes up in the regular routine of business, it will be well worth your while to give some thought to the question now.

WITH THE TRADE IN CINCINNATI.

General Revival of Business Noted During September—Talking Machine Dealers Well Satisfied with the Outlook—Aeolian Co.'s Exhibit at the Ohio Valley Exposition—Some Handsome Victrolas—"Paoletta" Artists Entertained—Interesting Personalities—Liberal Orders for Columbia Machines and Records—Activities of the Various Dealers—Summary of the Month's News.

(Special to The Talking Machine World.)

Cincinnati, O., Oct. 3, 1910.

There appears to have been a revival of business during September which left the talking machine people in this section of the country in a very good humor with the close of the month. In some instances the dealers found themselves with an inadequate supply of help, this being particularly true with the coming of the Edison list for October, which was placed on sale September 24.

Packed four or five deep in the north aisle of the Liberal Arts building, of the Ohio Valley Exposition, which recently closed in this city, might have been found, from early morning till night on any day, a dense throng of music-lovers who stopped to hear the concerts which were given at the Aeolian Co.'s booth, which contained what is, perhaps, the most complete and finished display of automatically played musical instruments ever shown in Cincinnati.

The Steinway grand Pianola piano was without doubt the most interesting of all the instruments shown, for it was the first Steinway Grand with a player mechanism installed in its case ever exhibited in Cincinnati, having been sent here from the Aeolian factory in New York for the express purpose of being displayed at the exposition. In addition to the Steinway grand Pianola piano and Steinway upright Pianola piano, there were to be seen the Weber grand and upright Pianola piano, the popular-priced Technola player and quite a number of the latest Victrolas.

The Victrola, in a case made from Moorish design, inlaid with thousands of pieces of silver, pearl and ivory was an object of a great deal of interest. Other Victrolas were in mahogany, Circassian walnut, oak, and, to cap the climax, there was one in pure white, trimmed in gold striping, which was very much admired.

W. O. Black, manager of the Cincinnati branch of the Aeolian Co., with his corps of able assistants expended their entire days explaining the instruments to the exposition visitors.

The Rudolph Wurlitzer Co. so far have secured some nice orders for the new style Victrolas from their various dealers, and indications are that they will be popular.

Prof. Gautvoort, of the College of Music, entertained the artists who took part in the opera "Paoletta," the remarkable production given during the entire time of the Ohio Valley Exposition, with an evening with the Victrola. Such singers as Bispham, Nielson, Carl Gautvoort and others were present, who unanimously voted the Victrola not only a most exquisite entertainer, but of great usefulness to the student.

The many friends of Joseph H. Dittrich, manager of the Wurlitzer talking machine department, will be sorry to hear that he has been ill and unable to report for work for the past several weeks. Thurse Sigman is in charge during Mr. Dittrich's illness.

Manager R. J. Whelen, of the Columbia Phonograph Co., is highly pleased with the way Fall business has started in, and reports a general increase of business in all departments. He made the following statement:

"The dealers are ordering liberally for their Fall trade of both machines and records and, as predicted, the Grafonola 'Mignon,' also the BNWM and BZ graphophones, have sold beyond our supply and we are awaiting shipments from our factory to fill our orders. Dealers are sending in their orders ahead of time, anticipating their demand, so they will be sure to get what they want and have it when they want it.

"The new records by the 'Archibald Brothers Quartette' are attracting much attention and many purchasers pronounce them the best quartette records they have ever heard.

"Retail and installment business are holding their own satisfactorily, and we show a substantial increase over September of last year.

"Taking business as a whole, it is good, and we predict as the Fall comes on it will be better and a record breaking business will be done in all departments."

The new firm of Krolage & Groene intend to reduce their supply of talking machine goods to that of a retail dealer. It found that the Groene Co. carried a wholesaler's lot, which is unnecessary in view of the plans of the company.

Geo. P. Gross, Main and Woodward streets, who has a supply of talking machine goods, found but little demand during September, which he claims is due to his having devoted most of his time to the sale of pianos.

John Arnold, of Fifth and Elm streets, is enthused over the September results. He had a rush business during the entire month, particularly during the latter part, when the new Edison list made its entrance. He has many prospects in sight and looks forward to an ideal business this Fall.

J. E. Poorman, Jr., of Main street, experienced a quiet September, but has not lost hopes.

The Milner Musical Co., West Sixth street, which is now in charge of Raymond Stotler, have made some minor changes in their selling forces and are preparing for a busy Fall season.

The Lyric Piano Co.'s "talking machine shop" ought to have been in operation before this, but Manager Stever has had some difficulty in making the necessary changes. He now has a sound-proof booth, 12 by 35 feet, and expects to be ready for business before October 15.

Keeping the stock in good condition is a very important asset. Plenty of "elbow grease" behind the broom, the duster and the cleaning cloth will do wonders towards bettering the appearance of things, consequently more sales, as the clean stock will help sell itself.

ESTABLISHED 1870

W. H. BAGSHAW

LOWELL, MASS.

U. S. A.



- ¶ We were the *first makers* of DISC TALKING MACHINE NEEDLES in the world.
- ¶ We are now and always have been the *largest manufacturers*.
- ¶ There's a reason!
- ¶ Longer experience together with larger production has given us this pre-eminent position in the Needle Trade.
- ¶ Our products include ALL STYLES, SHAPES and SIZES.

JOBBER AND DISTRIBUTOR ONLY SUPPLIED

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JOBBER AND DISTRIBUTOR ONLY SUPPLIED

"GOOD THINGS BEAR REPETITION"

TRADE NEWS FROM THE QUAKER CITY

Talking Machine Business in Healthy Condition—Proves Best Month of the Year—What the Various Houses Report—L. Buehn & Bro. Lease Adjoining Store—National Co.'s Plan for a Phonograph Store on Wheels—Busy Times at Columbia Headquarters—Increase in Sale of Cavalieri Records—Penn Phonograph Co. Enlarge Office and Rearrange Store—Some Recent Trade Visitors—News of the Travelers—Other Items.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 10, 1910.

The talking machine trade of Philadelphia is in the most healthy condition at the end of September. All the dealers, without any exception, affirm that it has been the best month they have had this year, and one of the best they have ever had, with the prospects for the remaining three years as most encouraging. There has not alone been a most satisfactory volume of business, but the class of business has also been of the encouraging character, the style of the instrument being of the higher grades, higher on the whole than during any previous year.

Louis Buehn & Bro. report that their business has been fine. Mr. Buehn says: "I have about doubled the business of last September, and I look for a big business from now on until the end of the year, thereby making a record-breaker. The sales seem to be on the higher priced machines. We have sold quite a few Victrolas this month, as well as several Edison Amberolas, and quite a few of the new Model E, Edison Triumphs, a Triumph machine with the new equipment.

"Our business has been so good that I have rented the store next door and will entirely rearrange our business." A large archway is being cut between the stores, and this will give the firm double their present space. They will rearrange their present first floor and turn it into a retail salesroom entirely. They will bring their business phonograph headquarters from Walnut street to the present building, where they can give it their close attention. The offices of the firm will be in the new building and the basement of the two stores will be used for storage purposes. The numbers after the first of October of the Buehn store will be 41 to 45 North Ninth street. By the 15th of the month they expected to be entirely finished with all their improvements.

Edmund Buehn is going away in a day or so for a trip through the southern part of the State, and R. J. Dungan left on Monday to go over the territory of the house in the Lehigh Valley.

Frank Stanton, of the National Co., has been in Philadelphia on a special wagon proposition for his company. Mr. Buehn is of the opinion that he presents a very clever scheme for the selling of Edison machines. Briefly, the scheme is that the Edison Co. supply a dealer with a wagon thoroughly equipped for the selling of phonographs and records. It is leased to the dealer at \$4 a month, and the dealer, accepting the proposition, has to go and hustle for business from the wagon every clear day except Sunday for a period of six months, and in order to obligate the "taker" to work he must purchase an initial quantity of forty machines. It simply creates a phonograph store on wheels. "To my mind," says Mr. Buehn, "it is going to be a big business producer."

Since writing the above I have just heard that Mr. Stanton succeeded in interesting in his scheme for the National Co. three Philadelphia firms Messrs. Louis Buehn & Bro., the Penn Phonograph Co. and H. A. Weymann & Sons

Harry C. Lansell, the new outside manager of the Heppes talking machine department, arrived in Philadelphia on the 26th of September, and after briefly looking things over started out on a trip through the southern territory of the firm, going as far south as Washington. Mr. Elwell, who is in charge, says that the Heppes talking machine business in September was fine. They have no kick coming whatever. They considerably exceeded their September business of 1909. The Heppes

have made many improvements in their record business of late and have it now so arranged that there is never any possibility of complaint from customers as to imperfections or marks on the records sent out.

The Victor Co. announce that between the 1st and 15th of the month they will put three styles of Victrolas on the market. They have had two heretofore. The new styles will be Nos. 10, 11 and 14. They will retain the old style, No. 16.

Manager Henderson, of the Columbia Phonograph Co., had a busy week last week visiting in the various counties of the State where county fairs were being held. He reports that business was very good in September and that it showed a very handsome increase over last year, and a very handsome increase over every month since March. George C. Jell, secretary of the product department of the Columbia, was in Philadelphia last Monday for the purpose of listening to a new singer with whom they are negotiating. John A. Wuchter, of Egypt, had a very fine exhibition of the Columbia records at the Allentown fair last week, and Mr. Henderson was up assisting him. Their Reading agents, Messrs. W. S. Hollenbach & Co., had a fine exhibit at Reading Fair. Robert B. Robinson, of the Columbia road force, is on the road at present through the State and has been doing a very fine business, and Mr. Henderson expects to spend several days this week in Harrisburg, where their representative, Joseph Goldsmith, will have a very fine opening of a Columbia phonograph department on the 6th of this month.

Since the recent Cavalieri-Chanler affair, the Columbia Co. note a large increase on the Cavalieri records. The firm gave a fine concert the other day for the Philadelphia Chapter of the American Institute of Banking at the American Baptist Publication Co.'s building, and they are negotiating for a number of other concerts. O. C. Dorian, the assistant manager in Philadelphia, paid a visit to the factory at Bridgeport, Conn., last week in company of L. L. Goodwin, of this city, with whom the Columbia Co. have just closed a large order.

He has a very fine establishment at 327 Girard avenue.

H. A. Weymann & Sons have the same report as given by the other dealers—that they had no kick coming whatever regarding their business in September, and that October has opened up in a most encouraging way. They have rearranged their record stock and have all of it enveloped now. They are patiently waiting a consignment of a carload of brand new cabinets now on the way from Michigan, and expect very good results in the new styles of Victrolas, which are due almost any day. Norbet Whitely left last Monday to cover his southern Pennsylvania trade for the house, and W. H. Doerr will leave at the end of this week for his first October trip through New Jersey.

The Penn Phonograph Co. have considerably enlarged their offices and otherwise improved their place, including the rearrangement of their booth. Now they are waiting patiently for the paper hangers and painters to finish their work and make their warehouses as fine as anything in this city. They report that their business was very fair in September—much better than it was last year. T. W. Barnhill is taking his southern trip for the firm; L. T. Stewart is calling on the trade up the State, and Ralph Clarke leaves this week for a trip up the State.

E. E. FORBES CO.'S GOOD TRADE.

Enjoy Heavy Business in Victor Line in Montgomery, Ala.—Some Recent Sales.

The E. E. Forbes Piano Co., of Montgomery, Ala., are doing a splendid trade in Victor machines, and recently disposed of a handsome Victrola to James Hickey, of the Exchange Hotel, for use in that hostelry, and a Victor Auxetophone to the Lyric Theater, which will be used as a means of entertaining the audience and thus replacing the orchestra to a large extent. C. T. Turner, manager of the talking machine department, is making a great success of this branch of the business.



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 indorsed the I. C. S. method of teaching languages.

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

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

International Correspondence Schools

Box 918, Scranton, Pa.

Thomas A. Edison invented and perfected the Edison Phonograph and 90,000,000 people know it—
Think what that means to you!

IF THERE were not another thing to talk about, the fact that Edison invented it would stand as absolute assurance to 90,000,000 people that a better sound reproducing instrument could not be produced.



That fact alone is as big a selling point as you could have. Bigger than any other sound reproducing instrument can offer.

If you are not pushing the Edison to its utmost you are overlooking generous profits on your share of the 90,000,000.

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

As the 90,000,000 people would naturally expect, Thomas A. Edison's instrument gives twice the entertainment of any other

for it is the instrument that not only reproduces the best of every character of entertainment, from vaudeville to Grand Opera, from the shortest selections to the longest, as originally meant to be rendered, on both Edison Standard and the long playing Amberol Records—but it is the one instrument on which records can be made at home—the greatest entertainment that a talking machine has to offer.



If you are not working this home recording feature of the Edison Phonograph, you are playing the game with one eye shut. Write your Edison jobber to-day.

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



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NEW YORK, OCTOBER 15, 1910.

BUSINESS conditions in all sections of the country have shown a gratifying improvement during the past month, and the outlook for the fall and holiday trade is excellent.

Good crops and the general employment of labor have resulted in plenty of money being in circulation, and it is now up to the talking machine dealer to get his share of it.

The most essential requisite in this connection is having sufficient stock in hand to meet trade demands.

Dealers should not allow themselves to be caught short as they were last year and the year before.

It is impossible to expect manufacturers to carry sufficient stock to meet holiday demands unless they are apprised at an early date, in the way of orders, as to expected demands.

KEEP in mind that the holidays are not far away and that no other instrument on the market will win the favor of the purchasing public around that period as will the talking machine.

The prospects at the present time incline one to the belief that the high priced talking machine will continue to be a great favorite and there evidently will be some large sales in the special designs.

The dealer is wise who has stocked up early. In this respect he is fair to himself and fair to the manufacturers.

On the other hand, the dealer who has not made preparations for a big season's business is indifferent to, or negligent of, his interests. Such a man is evidently not in touch with the trade or its requirements.

Little wonder that trade passes his doors and goes to the live, energetic dealer a block

away, who has taken pains to increase public interest in talking machines by concerts, advertising and other methods of concentrating attention on his enterprise.

BUSINESS is not like backing horses. The man who wins in business wins because he has deserved to win; the man who loses, does so because he deserves to lose.

This truth may not always be obvious, but it is none the less the truth. Of course, the unsuccessful man won't admit it. It would be better for him if he did, for then he would seek for the deficiency in himself which brought about his failure and strive to eliminate it.

It is the old principle of the survival of the fittest. The fittest is the man of pluck, with strong belief in his own powers and a keen energy to seize every chance.

The man who believes in luck would probably be more profitably employed in backing horses, where his peculiar talents would have more play.

MANUFACTURERS to-day are doing their utmost through a liberal use of all the public mediums to interest the public in talking machines and the dealers themselves should supplement this work by aggressive local advertising and other means of publicity.

It will pay to place emphasis on the talking machine as a holiday factor.

But, as before remarked, all the advertising in the world amounts to nothing unless you have the stock. And you cannot have the stock unless you order early. Therefore, do not be caught napping.

The holiday trade for 1910 will be a record breaker in many respects because an increasing interest is manifested in the talking machine, which to-day is one of the most wonderful creations of the century.

A GREAT many talking machine stores are continually changing help, the reason being, presumably, that it is difficult to obtain satisfactory sales people.

In a great many instances the reason for this condition lies with the management.

In the first place the business policies which employes are supposed to carry out are not thoroughly explained to them.

No special pains are taken to impress the details upon the minds of the sales people. Their co-operation is not asked, and it is hardly possible to expect them to know these things instinctively.

The sales force cannot interest the public in the goods which they are selling unless they themselves are interested. Therefore, they should know everything possible about them.

THE literature which manufacturers send out at great expense should be passed around with a request to read and digest instead of, as in many instances, being consigned to the waste basket.

Articles of interest in The Talking Machine World might be marked and passed around for the benefit of the sales force. In

other words too much cannot be done to add to the knowledge of the sales staff so as to make them interested in the products which they are selling. The strong points of every instrument handled should be explained. And the same applies to records.

The necessity of a salesman asking questions of somebody higher up regarding machines or records is undoubtedly a sign of weakness, and doesn't add to the reputation of the store.

People are always anxious to do business with houses where it is "easy to shop," where the sales force are intelligent, well informed and courteous.

HAS it occurred to you how much easier a great many proprietors of stores can effect a sale than some of the salesmen? The reason is obvious—they know what they are talking about.

There is no question but that a methodical, careful instruction of the sales force cannot fail to augment sales and prove helpful in many ways.

It is an important adjunct to the policy of publicity.

And while advertising may bring people to your store, an incompetent sales force may drive them away; therefore, the progressive dealer should make it a point to get his entire working staff together at stated periods, when an interchange of views may take place, all bearing upon the business and with the common end in view of welding the sales force into an harmonious whole.

In this way the young men are able to absorb a great many valuable ideas from the veterans of the business. Their mental scope is broadened and they become worth more to their employer as well as incidentally increasing their earning capacity.

IT will pay to make every customer that comes into your store feel that his presence, as well as the business that he does with you, is necessary to your success. Enthuse him with cheerfulness and bright prospects for the future, and at all times see that he receives attention and courteous treatment. Gain his confidence and never betray it. Remember that it is the man behind the gun, and not the gun, that wins the battle.

GOODS and prices are not all that go to make up a successful business.

People nowadays like to trade at a store that is up to date in business methods; one that has a system of arranging and displaying goods artistically; a store that has a reputation for being strictly honest and honorable in all its dealings, and a store whose reputation and character stands for something more than dollars and cents.

PLUCK wins! It always wins! Though days be slow, and nights be dark 'twixt days that come and go. Still pluck will win; it's average is sure; he gains the prize who will the most endure; who faces issues; he who never shirks; who waits and watches, and who always works.

DEVELOPMENT OF THE EXPORT TRADE

How the Various Talking Machine Manufacturers of the United States Are Reaching Out Into New Fields and Gaining Recognition for American Machines and Records in all Parts of the World—Special Attention Being Paid to South America—Some Interesting Phases of the Foreign Business Illustrated—Enterprise and Ability of Those Sent Upon Recording Expeditions to Distant Lands—Talking Machine Enthusiasts Found in the Wilderness.

The various manufacturing companies are giving a great deal of time and attention through special departments to the development of the export trade. The European business is covered by local companies or by mutually beneficial trade arrangements so far as American goods are concerned, and the foreign department of The World reports the current news of the trade as events occur. What is of direct interest here is the expansion of business in other parts of the world, particularly in the Spanish-American countries.



HAWAIIANS DANCING ONE OF THEIR ANCIENT TRIBAL DANCES TO THE MUSIC OF A VICTOR.

A great deal has appeared in these columns respecting the introduction and permanent endorsement of the talking machine in Mexico, where the National Phonograph Co., Columbia Phonograph Co., Victor Talking Machine Co. and the Universal Talking Machine Mfg. Co. are established on a substantial basis, with yearly increasing quantities of machines, records, etc., being shipped. The same is also true of the Central and South American countries. A great deal of enterprise and ability of a high order is shown in looking after the growing trade. The masterly recording of native talent, a close study of local conditions, desires and de-

mands, with travelers of experience to visit the leading cities, call on jobbers and dealers and introduce their goods with finesse and exploit them with energy by the creation and maintenance of adequate representation, are a few of the means by which the American manufacturers are gaining a foothold in this section of the globe. The same methods are also pursued in the Orient.

To be sure, the competition of German, French and English manufacturers is met, but the quality of the goods differs so materially that the American products have no great difficulty in holding their own against all comers, excepting sole consideration, where price is the issue. Indeed, it is very gratifying to record that the merchandise originating in the States stands deservedly high in the estimation of the Spanish-American dealers and the public at large. This is due to the great pains taken and the use of the best material in the manufacture of the goods.

An article on the "Marriage of Modern Music and Mechanics," appearing in the August issue of America, a handsome monthly published in the Spanish language and issued in New York to further the export interests of the United States in Latin America, and which is written for the consumer and in no technical vein, but more as an appreciation, says in part:

"The slowest of all the arts to admit of change, to accept the new, to adapt itself to the modern conditions which surround it, is music. Thus, no matter how scornfully the musician of yesterday laughed at the mechanical contrivances devised to broaden and make permanent his art, no matter how vigorously the devotees of older schools ridiculed the talking machine in its early days of imperfection, we are already watching the dawn of the day when the talking machine shall become as inseparable a part of art as the violin, the piano, the orchestras or the vocal efforts of the great operatic artists. The talking machine is here to stay against a storm of opposition from musicians, against an apathy on the part of the general public even harder to overcome. It has struggled past its own difficulties, has crossed the obstacles placed needlessly in its path by those who might gain the greatest benefit from it, and has won a place in



THE VICTOR REPLACING THE PRAYER WHEEL IN THIBET, ASIA, WHERE PRAYERS ARE CONVENIENTLY SAID BY MACHINERY.

the world which no amount of conservatism, militant or otherwise, can ever take from it.

"The talking machine, since its first invention, has passed through many vicissitudes. Mechanical imperfections in the crude original devices produced a harsh, unpleasant sound, a nasal or metallic twang, which very naturally shocked the trained, discriminating ear; but these defects were only mechanical, and were easily overcome by purely mechanical means. Indeed, in its essentials the device of to-day is identical with that with which Edison first astonished the world so many years ago. Of course, improvement after improvement has been added to the original machine, and all the power of money and science has been brought to aid in the elimination of the defects which characterized it, so that to-day it may be stated as axiomatic that between the original rendition of a song and its reproduction on the finest grades of records there is practically no choice.

"The talking machine has done for vocal and instrumental music even more than the player-piano has accomplished for that instrument; for it presents in combination the song of the singer and each individual note of the huge orchestra precisely as they were originally rendered, permitting of combinations which are, of course, impossible to the mechanical player of the piano itself. Moreover, the talking machine is so exceedingly low in price that it is within the reach of even the poorest household, satisfying the artistic hunger of the souls of the poor as nothing else could accomplish that end.

"One of the men most intimately familiar with the talking machine in its various stages of development, and who has done as much, perhaps, as any other person toward its introduction all over the world, told the writer not long ago of an incident of his personal experience. He was traveling through the foothills of the Chilean Andes, and in the course of his wanderings stopped over night with a poor farmer of the vicinity, whose privations were evident at a glance, and who lacked most of the ordinary comforts of the modern home. By some means or other, however, the scanty resources of the household had been stretched to admit of the purchase of a crude talking machine, with one or two records of good music, to which



ORCHESTRA USED BY THE COLUMBIA PHONOGRAPH CO IN THEIR RECENT RECORDING WORK IN HONG KONG, CHINA—THIS COMPANY HAVE ALSO MADE AN EXTENSIVE LIST OF CHINESE RECORDS IN SWATOW AND AMOY DIALECTS—PHOTOGRAPH SHOWS HARRY L. MARKER, THE RECORDING EXPERT, AND JOHN H. DORIAN, WHO IS REPRESENTING THE COLUMBIA PHONOGRAPH CO. IN THE ORIENT—FURNISHED EXCLUSIVELY TO THE WORLD.



Remember
The U-S
is Complete

THE U-S Line is an all 'round Phonograph proposition. It will give you an unusual profit on your sales of machines, and the record sales will prove a continual source of further profit.

You cannot estimate the great advantage to be reaped from the various mechanical improvements which stamp the

U-S Combination Phonograph

with the order of highest merit.

Consider the Automatic-Change Reproducer Carriage, which, by its instant adaptability to a two or four-minute record, makes this machine far the most convenient to operate, and by its enlarged diaphragms and accurately fitted sapphires, gives music detail and definition unapproached by any other phonograph.

Consider the Mandrel Pulley Balance-Wheel, which automatically corrects every variation in speed of the motor, and which is the only means yet developed of obtaining a reproduction true to pitch.

And last, but by no means least, consider the Flexible Tone-Arm, the most important improvement in phonograph construction since the introduction of the U-S Automatic Reproducer Carriage. Remember that you can get these improvements only on U-S machines.

Remember, too, that there is a U-S Phonograph to fit every pocketbook. There are low-priced U-S Phonographs, as well as more expensive models.

The U-S line is complete, and the profits are waiting for you.

U-S PHONOGRAPH CO.



Remember!
U-S Line
Complete



U-S Everlasting Records

EVERY dealer knows that a phonograph in the home is a constant source of profit from record sales. But the sale of U-S Records is a constant inducement to owners of ordinary phonographs to displace them with U-S machines.

sound so much better than other records, even when played on an ordinary phonograph, that they are invariably preferred to any others. Moreover, they will not break, nor crack, nor wear out with continued playing. This gives you a market with every phonograph owner in your locality.

But—the improvement is so much the more marked when U-S Records are played on the U-S Machine, that your customers—who want the best—will want to own U-S machines.

Thus our proposition works both ways—to the dealer's advantage every time.

Can you conceive of a better balanced proposition than this? Or one which will give you a like opportunity to build a big business for yourself?

Sign the coupon and get in touch with us at once. Do it to-day.

O., Cleveland, O., U. S. A.

U-S
Phonograph
Co.
1013 Oregon Ave.
CLEVELAND

OCT. 8.
Gentlemen:

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

Name
Address
City
State

Columbia Grafonolas, Columbia Graphophones, Columbia Double-Disc Records, and Columbia Indestructible Cylinder Records, with Columbia exclusive selling rights, take you out of the "also-ran" list and give you the distinction of being the only starter.



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

the family listened with never ending delight. The man of whom I speak was touched at this evidence of artistic sensibilities and desires amid such unfavorable surroundings, and upon his departure insisted on paying extremely liberally for his accommodation. The farmer at first was exceedingly unwilling to accept any remuneration whatever for the hospitality which he had so willingly given, but was finally prevailed upon to take what the traveler offered. Some weeks later it happened that the traveler returned to the same vicinity, and although he did not intend to repeat his visit, he happened

of the soul, to echo round and round the world, instead of being confined to some small hall or a few favored individuals.

"The telegraph, the telephone, the railroad, the steamship, and soon the airship, have welded the nations of the world together in a political fraternity impossible under the old conditions of isolation and misunderstanding. When people know one another they do not quarrel, and when nations speak continually with one another, when they meet and mingle on a common footing, war must disappear.

"What these inventions have done for political progress the talking machine and the player-piano are doing to-day for art, enabling the peoples of the world to understand and appreciate the genius of the great men of each."

The accompanying photographs, unique in their character, were furnished America originally by the Victor Talking Machine Co., to whose courtesy The World is indebted



THE VICTOR IN THE SANDWICH ISLANDS.

upon the farmer, his former host, at the nearest railway station. With the money which had been given him this unlettered farmer had gone to Santiago and there purchased as many records for his machine as the sum would allow, and he insisted upon the traveler returning with him to his home to share in the pleasure of the family at hearing the first repetitions of these additions to their repertoire.

"The scornful critics of the talking machine may sav what they will against it, when through its means in the great art centers of the world and in small mountain cottages ten thousand leagues away from them, the great heart of the race throbs under the echoed strains of some divine melody. In the great hotels of London, Paris and New York huge phonographs have been installed to render splendid music for the diners. Often shrewd critics are deceived at the first experiment, and start up in wonder as the well-known voices of famous artists seem to come from behind the screen of potted plants, and there are many cases in which these skilled judges have refused to admit that the talking machine was what they had heard, and insisted that by some shrewd deception the artist himself was present, and that it was his voice they had heard.

"The world moves on, and to-morrow what we admit to-day reluctantly and against our innate conservatism will be accepted as a matter of course; and perhaps our children will smile over the absurd idea that it ever appeared necessary to call attention to the value and wonder of the devices which have made it possible for music, that solace

debted for the cuts. They illustrate most graphically the fact that the talking machine is known in the uttermost parts of the world, and among the savages and half-civilized races it is regarded with a degree of veneration, of wonder and even awe approaching the religious.

BETTER IN BUSINESS.

Merchant of To-day Has Fewer Bad Habits During Business Hours Than Predecessors.

A merchant who has been in business in New York for many years declares that he must commend the present generation of business men as being in a number of ways an improvement on their predecessors.

"They do not drink in business hours," said he. "They do not keep a bottle in the cupboard with which to treat their out-of-town customers, as was done when I was a boy. Nor do they go across the street 'to see a man' three or four times a day, as was the almost general custom once. They do not chew tobacco, and smoking in business hours is not nearly so universal. Nor do they wear long whiskers, and this I consider one of the greatest improvements of all."

The Barrows Phonograph Co. have opened an up-to-date establishment at 144 Orange street, New Haven, Conn., and will feature the Edison line of phonographs and records. A number of sound-proof booths have been arranged for the convenience of their customers.

P. H. CROMELIN SAILS FOR ENGLAND.

Vice-President of Columbia Phonograph Co., Leaves on Short Notice to Watch the Progress of the New Copyright Bill That Has Been Framed Up by the British Government—How Mr. Cromelin Regards the Matter—His Good Work in Mexico.

In view of the fact that a new copyright bill has been framed by the British Government to be introduced into Parliament on its reassembling, Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, sailed October 4 for Europe, on short notice, aboard the "Kaiser Wilhelm II," of the North German Lloyd line, to watch the progress of the measure. He may be away only for a short time, and again may stay abroad indefinitely.

In speaking of this trip previously to The World Mr. Cromelin said: "I had not the slightest idea of going abroad, but the company suddenly decided that I should go at once so as to be in London at an early day, and be on the ground pending the introduction of the new British copyright bill, which has been prepared and will be introduced into Parliament in November as a government measure. The bill is broadly inequitable to the talking machine and automatic instrument manufacturers. No compulsory license is provided, although the acts passed by the Congress of the United States and the German Reichstag included this provision, and it was believed Great Britain would follow their lead.

"I shall watch the progress of the bill, and do what I can to secure such privileges as we deem we have a right to in view of the great development of the talking machine business as a valuable addition to the spread of intelligence and its great educational value, especially from a musical point of view. Therefore, if I can accomplish what I am after in a short time I may be in London possibly a couple of weeks only. If not I shall probably remain there until the passage of the bill.

"Though Great Britain was a signatory of the Berlin convention, no country was bound by the agreement entered into there by the governmental participants until it was formally and officially recognized by the various powers. This required the passage of a law for this purpose, and as yet Great Britain has not done this, although the convention was supposed to go into effect July 1, 1910, or as soon thereafter as each government affirmed its approval."

Mr. Cromelin, it will be remembered, was in Berlin, Germany, during the sessions of the copyright convention, though in an unofficial capacity, but as representing the Columbia Co., and incidentally the American talking machine trade. He accomplished a great deal. Recently Mr. Cromelin was in the City of Mexico, where he also gained a signal victory in a copyright case of interest to the talking machine trade of the entire world.

The Forbes Talking Machine Co. have opened a store at No. 409 Fifth street, Sioux City, Ia., in charge of Lawton Wyckoff as manager. They will handle the Edison and Victor machines.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN LONDON.

Trade Conditions Improving Steadily in Every Line—All Grades of Machines Find Favor—Labor Troubles Have Little Effect on Business—Thos. Graf's Visit to Orange, N. J.—What the Various Record Lists Have to Offer for the Month—Hope for Visit from Edison—The New "Colonial" Record—W. B. Manson's Son Honored—J. E. Hough's New Disc Record—Another New Disc in Preparation—Geo. Robey Co., Ltd., the Latest—J. G. Murdock & Co.'s Large Line—A Visitor from Africa—The 120,000 Record Order—Record Nightingale's Song—Details of the Speaking Arc—Columbia Co. to War on Price Cutting—Pathephone Concert in Theatres—Entire Opera of Faust in Gramophone Records—Edison's Talking Pictures Arouse Interest—News of the Month From the Provinces.

(Special to The Talking Machine World.)

London, Eng., Oct. 6, 1910.

Trade conditions in this city continue to show a steadily increasing improvement along every line, and unless the unforeseen happens we are in for a real good season. Dealers are now stocking-up on the lines they will handle, and the factors are very busy executing these orders. As a direct consequence most of the manufacturers are wearing the famous "smile that won't come off," for nothing pleases one so much as to be kept busy acknowledging the receipt of orders. While the higher price goods are holding their own well, there certainly seems to be an extra rush on cheap stuff. I do not mean to imply by this that it is rubbish. Quite the contrary, in fact, for there are a large number of really very satisfactory instruments sold in this country from 25s. to 30s. wholesale. The medium priced article, of course, leads the way, and it is to the advantage of dealers to bend their energies in this direction.

We do not expect to feel any adverse effects from the labor troubles now rampant in a few provincial centers, since they are but local affairs and will not be likely to cause any disturbance of talking machine trade in this city.

Another welcome feature is the expansion of our export business. Manufacturers would seem to be paying greater attention to the cultivation of such markets as Australia, New Zealand, India, South Africa, etc., to which countries especially the dispatch of repeat orders is of daily occurrence. These fields offer enormous scope for the development of trade in goods from this country, and there are yet ample opportunities for enterprising houses to build up a large connection with these oversea markets.

Big Things Coming from the National Co.

If the departure of the mails coincided with our convenience I should have had time to interview the European director of the National Phonograph Co., Thos. Graf, and post the result for publication in our last issue. As it was, the force of circumstances under which, etc., compelled me to reserve the good news until now. Perhaps I had better explain that the whole point centers around Mr. Graf's recent visit to Orange, N. J., and the outcome thereof. Lengthy were the consultations with the Edison officials on your side, not to mention the great wizard himself, for there are startling developments afoot, of which, however, I am precluded from discussing pending the completion of certain minor touches to several new things Mr. Edison has brought forward. But they won't be long, depend upon it, for he gets there every time. Let it suffice then for the present to say that the company have in hand not only important improvements, but entirely new and original products also, one of which, I am permitted to say, is a new tone amplifying device constructed along lines enabling it to be easily attached to every existing model of the Edison phonograph. The device is said to increase the volume of a record almost to any extent desired, without sacrificing the quality, and in Mr. Graf's own words, "no one could desire anything louder or more natural than this device accomplishes."

Although not definitely settled, Mr. Graf was able to impart the welcome news that Mr. Edison will probably pay a visit to these shores next year, in which event, let me add, one can imagine the stir the presence of the great inventor himself in our midst will cause. And with that let us "wait a little bit," as Prime Minister Asquith would say.

Gramophone List for October.

The October supplementary list of Gramophone Records is a specially fine one, and includes two new records by Caruso—"Studenti Udite" and "Non Chiuder," two gems from Baron Franchetti's "Germania," magnificently rendered, as usual. Other splendid selections in this list are as follows: "Cornelius March" (Mendelssohn); "Fanfare and March of the Silver Trumpets" (Viviani); "Crown Diamonds Overture" (Auber), and (a) "Serenata" (Moskowski), and (b) "Pastorale" ("Philemon et Baucis"), (Gounod), by the band of H. M. Coldstream Guards; "Irish King March" (Pryor), Black Diamonds Band; "My Lagan Love," John McCormack; "Your Eyes Have Told Me So" (Carr Hardy), Evan Williams; "It Is of the Lord's Great Mercies" ("Abraham"), (Moliere), duet by Messrs. Evan Williams and Robert Radford; "I Seek for Thee in Every Flower" (Ganz), and "Take a Pair of Sparkling Eyes" (Sullivan), John Harrison; "Love Could I Only Tell Thee" (Capel), Robert Radford; "The

Lowland Sea" (Eric Coates), Harry Dearth; "How Lovely Are Thy Dwellings" (Liddle), Miss Perceval Allen; "Should He Upbraid" (Bishop), Mme. Jones-Hudson; "The Sailor Sighs" (Balfe), Miss Edna Thornton and John Harrison; "O, Who Will O'er the Downs So Free" (Pearsall), Miss Perceval Allen, Miss Edna Thornton, Messrs. John Harrison and Robert Radford; "Up She Goes" (Mills and Bennett Scott), Whit Cunliffe; "Salalatto Caprice" (A. Randegger, Jr.), (violin), Francis Macmillan; "Nolette, op. 21, No. 7 in E major" (Schumann), Herr Backhaus, and "Fun in a Barber's Shop" (banjo), (Winne), Vess Ossman.

In addition to the foregoing, other current impressions listed this month include four new records by the great American tenor, Evan Williams. These are: "Cajus Animam" ("Stabat Mater"), (Rossini); "I'll Sing Thee Songs of Araby" (Clay); "Murmuring Zephyr" (Jensen), and "The Arab's Farewell to His Steed" (J. Blockley), and it must be admitted that they have been sung and recorded in a manner superior, if it is possible, to Mr. Williams' previous high standard.

The "Colonial Record."

As the name suggests, the above has been specially introduced to meet the requirements of our oversea markets for a record bearing only known "hits," by which is meant titles that have been proved by actual experience to be in the greatest demand. The Colonial Record is a 10-inch double-sided disc, and represents just the proverbial want long felt by traders abroad, who wish to stock selling titles only. As the makers point out, double records usually bear one good title, while the other is comparatively unknown, or alternately, its demand is but local to Great Britain. Every title on the "Colonial Record" will, we are told, be a known gem, and therefore Colonial dealers can place their orders with the confidence that it is not a speculation. Having tested songs and instrumental selections, I am able to recommend the "Colonial Record" as being of good reproduction from the point of view of tone, the quality thereof and volume, and bearing the impressions, as they do, of only the best selling titles, it is manifest to me that they have a big future before them in every sense of the word. Generous terms are offered to traders abroad, who should apply for all particulars to the sole shippers, Messrs. Cullum & Best, 91 Finsbury Pavement, London.

Royal Favors for Manager Manson's Son.

Her Majesty Queen Alexandra has recently presented each boy in the choir at Chapel Royal with a beautiful gold watch, embossed on the back with the crown and E. R. monogram. W. B. Manson, son of W. Manson (manager of the British Zonophone Co.), as senior boy, was called upon to undertake the somewhat delicate task of returning

COLONIAL RECORD



Wherever English is spoken the Colonial Record *must* be the leading seller. It contains on *each* side, *only* the most popular leading titles selling all the time in England. All rubbish is eliminated—you have no waste stock. Your Customers will buy *every one*. 69 numbers (138 titles) for complete set up to Xmas, 1910. Sample Order by Express Service.



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thanks, from which he emerged with flying colors. In reply to a letter of thanks from Mr. Manson, Her Majesty was pleased to express her great interest in the boys' welfare, etc., and, needless to say, this letter will remain a cherished heirloom in the Manson family.

Messrs. Hough & Co.'s New Disc.

One is always glad to give due publicity to anything new, and perhaps more so when it is of the nature of an improvement upon existing methods, for in such lies the development and future progress of this industry. In this connection I have to confine myself to disc records and their surface. I venture to say that no one member of the talking machine trade will dispute the statement that the scratchy emery paper surface of many discs is not only a bar to their sale, but to the sale of machines also, inasmuch as these foreign noises in the reproduction of a song or instrumental piece are the peg upon which hang all the sneers and gibes of the prejudiced. It is so, and recognizing this fact, Messrs. J. E. Hough, Ltd., have spent much time and labor, not to mention expense, in making tests, and conducting experiments with a view to producing a record which shall be entirely free from the objectionable scratch, hitherto inseparable from the disc record of to-day. That their ambition has been attained is sufficiently manifest in the production of a new Edison Bell 10-inch double-sided disc known under the appropriate name of the "velvet face" record. Last month I was only able to make a brief reference to the matter, and I will therefore take advantage of this opportunity to give my readers further details, which are assuredly of great interest, having in view the stimulating sales-influence that the V. F. will exert this season. Firstly then, it is of the needle cut type, and is said to contain about 15 per cent. more music than the average cut, by reason of the adoption of a slight finer thread. As the name implies, the surface is smooth and velvety, without the least suspicion of grating, or other objectionable noise, and I say this after having tested a number of sample records under varying conditions. The V. F. will bear the impres-

sion of only the best selections, and in a word, they will stand as records of quality. Dealers are invited to trade direct with the company, who offer a really good profit on this record—to be retailed at 3s. A repertoire of selected gems from the world of music is in course of preparation, and by the time these lines appear the first list of titles will be ready. Mellow and beautifully clear in every detail were the concertina selections—"Austria March" and "The Lost Chord," played as only Alex. Prince can play them. Excellent, too, were the renderings of the "Miserere" ("Il Trovatore") duet, and the "Miner's Dream of Home," while the redoubtable Will Evans has risen to the occasion by presenting two of his latest hits.

Altogether the Edison-Bell Velvet Face disc marks a big step on the road to perfection, and I can recommend it to dealers the world over with the utmost confidence.

Yet Another New Disc!

In addition to the manufacture of needle-cut discs and cylinder records, Messrs. J. E. Hough, Ltd., will shortly introduce upon the market "The Little Champion," a new 9-inch double-sided phonocut record to retail at the remarkable price of 1s. 3d. It is made of hard unbreakable material, called "vitaloid." In disc and cylinder machines and records this firm are now in a position to meet the requirements of the trade in every direction.

Gramophone Co. New Shareholders.

An indication of the healthy condition of trade is shown in the Gramophone Co.'s recent announcement to their shareholders. It reads as follows: "Such of the yearly accounts as have come to hand indicate that the trading profit of the past financial year is sufficient to justify the payment of a bonus of 10 per cent. For the current year the directors are prepared to recommend that interior quarterly dividends be paid at the rate of 10 per cent. per annum, less income tax, commencing October 15."

New Company Organized.

George Robey, Ltd., of Coventry, manufacturers of and dealers in all kinds of musical instruments,

including talking machines. Capital £100 in £1 shares. Private company.

Sell Dr. Crippen's Gramophone.

The sale of "Dr." Crippen's furniture and effects attracted many would-be buyers, but prices ruled low. Among the lot was a Gramophone, and a number of records, which, together, fetched £2 12s. 6d.

Extensive Line of John G. Murdoch & Co.

It may be said, I think without question, that the house of John G. Murdoch & Co., Ltd., is the largest purely wholesale emporium in the United Kingdom, for they handle almost every make of record, machine, etc., and exclusively control the sale of the celebrated series of "Tournaphone" disc machines, "Excelsior" disc and cylinder instruments, Indestructible 100 and 200-thread cylinder records and the popular Petmecky multi-tone needles; four of the best selling lines it is possible to obtain. And in addition they hold huge stocks of every known accessory to the talking machine—of "Tournaphones" something like 30 models are listed; 22 being the ordinary horn type; the remainder of the hornless style. With the exception of the "Baby" model, they are all fitted with good tone arms, strong and accurately assembled motors of various strengths, cabinets of tasteful design, English finish, and many of the models are constructed to take either a combination sound box, or the new Tournaphone sapphire box, to play both the needle and phono-cut discs. Prices retail range from 11s. 9d. to 12 guineas. Tournaphones are eminently suitable for Colonial markets. Excelsior machines are too well known to call for much comment here, but it may be as well to say that the Excelsior motors favorably compare with the finest on this market. They are silent in action, durable, and embody the very latest scientific principles of construction; materials and workmanship being of the best obtainable. Murdoch's Indestructible cylinders should, too, find a place in your stock. It is a real selling line, and affords you ample profit to develop a big trade in your particular locality. Their surface is as smooth as glass, and any sapphire reproducer

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OF ITALY



BY APPOINTMENT
To H. M. the QUEEN MOTHER



To T. M. the KING and
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To H. M. the SHAH
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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
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SPAIN . . Cie. Francaise du Gramophone, 56 Balma, Barcelona
INDIA . . The Gramophone Co., Ltd., 139 Belleghatta Road, Calcutta

FROM OUR LONDON HEADQUARTERS—(Continued)

may be used without fear of damage. General quality—tone and volume—are all that could be desired, and titles are kept up-to-date all the time. Dealers should certainly obtain from Messrs. Murdoch, 91 and 93 Farringdon road, London, E. C., their several catalogs and particulars of trading terms, etc.

An African Klingsor Enthusiast.

One of the latest Klingsor enthusiasts is a dusky monarch, who hails from the West Coast of Africa. He recently paid a very interesting visit to the Klingsor works in Tabernacle street, and was evidently so much impressed with the beautiful effects produced by the company's instruments that before departing he left with H. E. Heyder a substantial order for several different models and a large quantity of records.

Alexander Prince as a Humorist.

Usually one of the most retiring and bashful of men, Alexander Prince, the famous concertina player, has suddenly blossomed into a cynical humorist, judging by a significant announcement in a recent issue of the "Era." Briefly, the fact of the matter is this: Mr. Prince being now on his way to Australia to fill important engagements in Brisbane, Sydney, Melbourne, etc., at the time of publication of the "Era," expected to be crossing the Bay of Biscay, so he caused the advertising card to read: Alexander Prince, Premier concertina player, Bay of Biscay.

Anent the 120,000 Record Order.

Aprpos my remarks in last issue that an order from Australia for 120,000 cylinder records had been executed, I am requested by Messrs. J. E. Hough, Ltd., to explain that these were ordered in four lots of 30,000 each, the last dispatch being this month. Such orders in these days are not common, but they certainly indicate very clearly that the cylinder trade is by no means a thing of the past.

Fire in Pianoforte Factory.

The recent fire at the Kentish Iron Works of Messrs. Keith, Prowse & Co., pianoforte manufacturers and talking machine dealers, we are glad to learn, was happily confined to the ground floor, the contents of which suffered considerably from the effects of heat, fire and water.

Nightingale's Song Recorded.

Following upon the production of a real gramophone record of the song of the nightingale, a captive bird owned by a German gentleman, some of the London newspapers have circulated a report that Oliver G. Pike, F. Z. S., F. R. S., has succeeded, after many attempts, in actually taking a record of the nightingale song early one morning in that delightful retreat—Winchmore Hill woods. It will be heard on the gramophone, says the Evening News, but our contemporary is evidently at fault here, for upon inquiry at the offices of the Gramophone Co., Ltd., I was informed that they know nothing of the matter. It would be more reasonable to assume that the record was taken by means of the Edison phonograph, in which case a comparison of the two will certainly be highly interesting.

Beka Records for October.

The October supplement of Beka Records is full-up with just the right sort of titles, that are good both from the quality and selling point of view. Here are some examples: "The Girl in the Train" (selection from), part I and II; "Ginger Two Step" and "Moonstruck, Two Step," excellently played by the Beka London Orchestra, under the direction of Julian Jones; "Oft in the Stilly Night" and "The Harp That Once," two old favorites, by Philip Ritti; "Blow, Blow, Thou Winter Wind" and "Revenge," by G. M. Reid; "The Arrow and the Song" and "She Is Far From the Land," by Harry Thornton; "Flanagan" and "Top o' the Morning," by Harry Bluff, and "Excelsior," a fine cornet and trombone duet, by

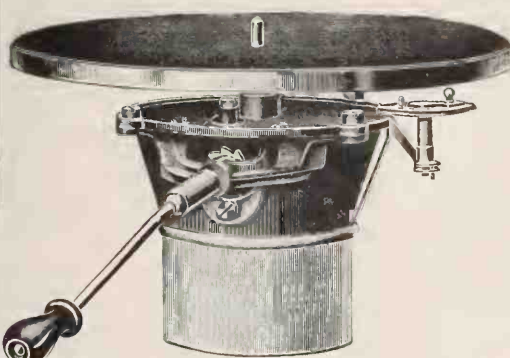
Messrs. Donovan and Chattaway, on the reverse side being a fine banjo selection—"Dinah's Wedding," coon dance, by J. Pidoux.

Details of the Speaking Arc.

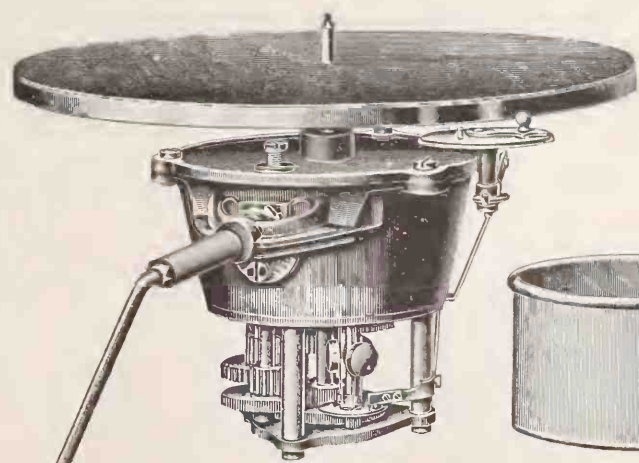
Discussing wireless telephony in the Telegraph, a correspondent gives some particulars of a remarkable invention known as the Photographophone. A "speaking arc" of light is made to fall on an apparatus containing a cinematograph film. The latter is driven at a constant speed by means of a small motor. On speaking into the transmitter the resulting fluctuations in the arc are recorded on the film as bands varying in darkness. The film is developed and fixed in the ordinary way, and can, of course, be kept for an indefinite time. When it is required to reproduce the sounds the film is moved by a motor in front of an arc light arranged this time to give a perfectly steady light. The light passing through the film faces on a sensitive selenium cell arranged as for wireless telephony. The dark bands on the film produce variation in light, which causes the speech to be reproduced. This method is said to give results equal to that produced by the very best telephones, and superior in every way to the clearness of an ordinary phonograph. The slightly harsh metallic sound which distinguishes the very best phonographic reproduction is quite absent.

The really extraordinary number of phenomena involved in this invention should be noted. Vibrations of the atmosphere produced by the voice cause mechanical vibrations of the transmitter disc; these are transformed to electrical vibrations, which in turn produce variations in light, or, more strictly speaking, actinic rays. These set up chemical action which is still further continued by the developer, etc., used in fixing the image on the film. During reproduction the whole series is reversed. The bands on the film produce variations in light; these set up electrical vibrations in the selenium receiver circuit, and these

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FROM OUR LONDON HEADQUARTERS—(Continued.)

in turn reproduce the original sounds by causing vibrations of the receiver disc. That it should be possible to so exactly reproduce the original sounds after such a complicated series of changes must be looked upon as a truly remarkable achievement.

Klingsor Catalog.

Decidedly the most complete catalog issued in the talking machine trade for some months past is that devoted to the large range of Polyphon disc machines, controlled by the Klingsor Works of Tabernacle street, this city. It is composed of no less than 82 pages, wherein are set forth particulars and illustrations of almost 60 different models of cabinet machines, hornless and the ordinary style. A complete description of each instrument is given in four languages. There are a number of automatic machines with extra large trumpets, which make them suitable for use in clubs, amusement saloons, hotels and such like places, and dealers will find in this line plenty of scope for doing splendid business. Original in design and construction and thoroughly reliable in every way, the Klingsor hornless models may also be recommended. The company offer a wide choice of beautifully designed cabinet instruments, and a large variety of the ordinary horn pattern. Prices rule very moderate and the trade discount is liberal, in view of which dealers are well advised to write the company for this catalog and all necessary information.

Important Columbia Co. Announcement.

The Columbia Phonograph Co. have taken advantage of the opening of the season to make an important statement in respect to price-cutting. They maintain that a sale below the authorized list price by any one factor or dealer, not only tends to destroy the profits of other dealers and factors, but prevents them from freely handling Columbia goods, and causes demoralization in the trade. Therefore the company intend to protect

their dealers by pursuing all the price-cutting delinquents who come under their notice. A worthy example which merits the attention of other manufacturers to this trade-disturbing evil of price-cutting.

Pathephone Concert at "Dollar Princess" Anniversary.

Upon the occasion of the first anniversary of the "Dollar Princess" at Daly's Theater, London, Messrs. Pathe Freres gave a grand Pathephone concert during the long wait between 5 o'clock, when the doors were opened, and 7.30, when the play commenced. Being souvenir night, many enthusiasts had been waiting since very early in the morning, and it can therefore be easily imagined with what delight they took their seats and listened to some of Pathe's most entertaining records. Quite a number of records were encored, and when the 20-inch "Dollar Princess" selection was played the applause was simply terrific. Thos. Courtly, the acting manager of Daly's, has sent, under date Sept. 26, a most appreciative letter to S. P. Turner, to thank his firm for the very efficient manner in which the concert was carried out. Dealers the world over can beneficially follow this example by approaching their local theater managers with an offer to keep the audience in good temper until such time as the curtain rises. The practice is not uncommon in England, but could be cultivated with advantage much more extensively. Be sure, though, to use a good machine, and exercise discrimination in the selection of records. You should, of course, do it gratuitously, relying upon a free announcement at the head of the theater program, which would prove sufficiently profitable to more than compensate you for the time spent.

The Current Zonophone Record List.

The current Zonophone list contains many fine selections of a pleasing character, those to hand being the following: Twelve-inch, "Coronation

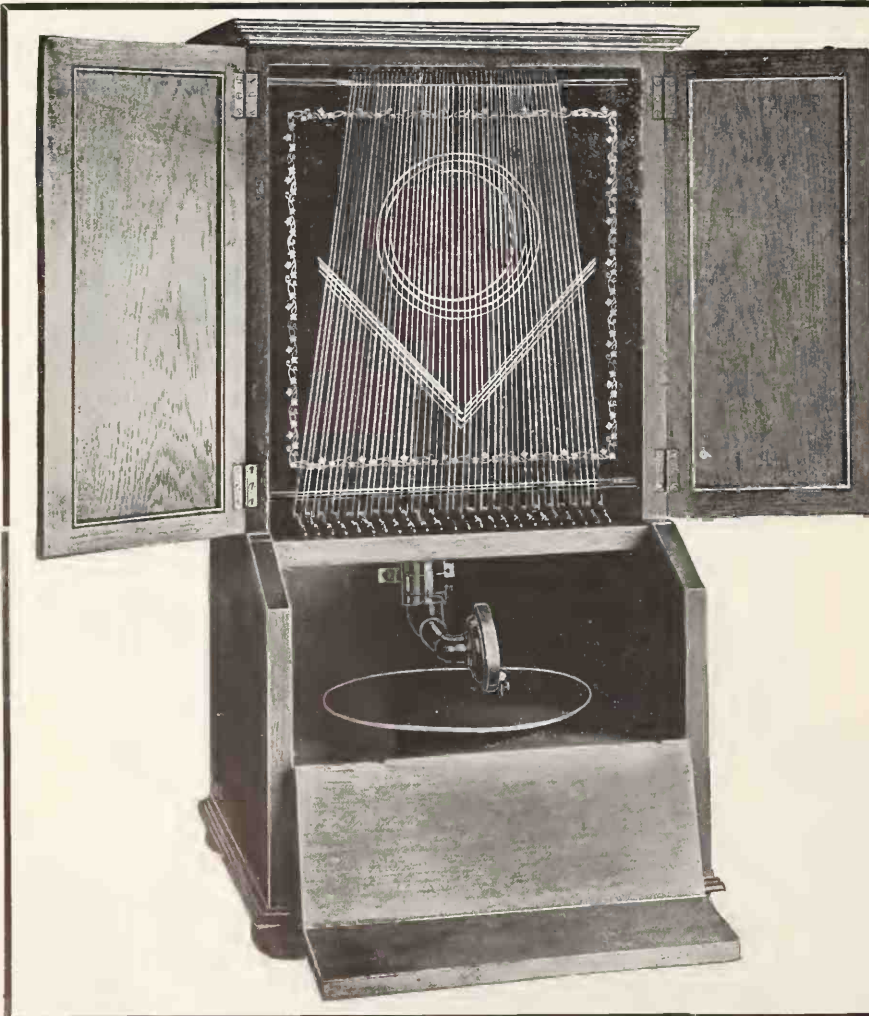
March" ("The Prophet"), exquisitely rendered by the Black Diamond Band; 10-inch, "Since First I Saw Your Face," by the Zonophone Concert Quartette; "Macgregor, I'm Him," by Jack Lorimer; "You Don't Know You're Alive," by Mark Sheridan; "Floating Along," well played and recorded by the Black Diamond Band, and "Edelweiss," a fine selection by the Peerless Orchestra. Volume and tone purity, these records compare very favorably with the high standard of recording always maintained by the British Zonophon Co.

Edison's Latest Feat Arouses Interest.

The announcement of Mr. Edison's latest invention, the "Kinetophone," by means of which the combined action of the cinematograph and phonograph, are as one, would seem to have created enormous interest here judging by the numerous and lengthy reports in the newspapers and technical journals. It has long been the ambition of inventors to produce a perfect synchronization between the two instruments, and while many partially successful attempts have been made here, the news that Mr. Edison has at last solved the problem but furnishes yet another proof of the seemingly inexhaustible reserve of ingenuity possessed by the Wizard of the West. All honor to the man to whom we owe so much.

Gramophone Records of Entire Opera Faust.

The Gramophone Co. are taking large spaces in the daily press to make known the most sensational announcement of recent years, which is the publication by a star cast of all the great concerted numbers and solos from Gounod's "Faust." The set has been divided into three parts of six records each, which are sold in a special album. The part of Faust is in the hands of Signor Caruso; the Marguerite is Miss Geraldine Farrar; Signor Scotti takes the part of Valentine, while in the "Salve Dimora" (scene VIII) John McCormack is ideal. Never before in the history of this



KLINGSOR TALKING MACHINES

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10 inch D. S.

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

Klingsor Works

22-24 Tabernacle St., London, E. C., England

Cables: Defiatory, London

FROM OUR LONDON HEADQUARTERS—(Continued.)

England's Largest Factors!



The House of Murdoch absolutely controls four of the best and biggest sellers in the trade. It is by the judicious handling of "just those goods that sell", coupled with a perfect and prompt despatching system, that The House of Murdoch stands where it is today—England's largest factors.

TOURNAPHONES

The Ideal Disc Machines
27 distinct models, from 11/9 to
12/12 retail.

INDESTRUCTIBLE PHONOGRAPHIC RECORDS

2 minute series 1/. each. 4 minute series 1/6 each. American and English selections. List free.

Telegrams "Putiel London."

Special shipping terms.

Catalogues and samples mailed free.

EXCELSIOR

The Perfect Singing Machines

14 models from £2/2. to £16/16. retail.

PETMECKY MULTI-TONE NEEDLES

The finest needles made. We also control the Angelus Duplex Tone, Empire Spear Point, and Tournaphone needles.

JOHN G. MURDOCH & CO., Ltd., 91 93, Farringdon Rd., LONDON, ENG.

trade has so complete a set of operatic records been made by so imposing an array of artists as is here presented. In order to do justice to this important "Faust" issue, a book has been specially written by the well known musical critic, Frank Merry, and every record has been illustrated by W. E. Webster, whose pictures are so popular at the Royal Academy. The original sketches were actually made in Covent Garden Opera House during performances of "Faust," so that their interest is indeed unique. The book is given free to every purchaser of one or more records. In issuing this remarkable "Faust" series at the commencement of the season, the Gramophone Co. are assuring increased sales facilities to their dealers, and by their advertisements in the newspapers are stimulating public interest, not only in these particular records, but in the business generally. Certainly the company have achieved a veritable triumph, demanding the congratulations and whole-hearted support of every Gramophone trader, and we would emphasize that expression of our opinion by recognizing the uplifting power such productions exert for the general benefit of this industry. Dealers will be glad to know that the Twin Record Co. have just issued a complete catalog containing over 600 titles. It will be sent free upon request to 11 Christopher street, E. C.

Fine List of Edison Records.

We are reminded that Christmas is not far ahead by the announcement that a special Christmas list of titles will be sent to Edison dealers this month. It contains both Amberol and Standard selections. The National Phonograph Co. are also issuing a most artistic window bill, printed in no less than eleven colors. The size is 20 by 25, and it is perhaps the most striking and effective poster the company have ever issued to their dealers. Coming to records, I learn that the French, German, Hebrew and Italian selections are in great demand, not only in those particular countries, but in this also.

The usual monthly lists of English titles are indeed excellent, as may be seen by the following: Amberol Records.—"Overture to Zampa" (Herold), National Military Band; "A Sergeant of the Line" (Squire), Stanley Kirkby; "Mother's Had a Row With Father" (Harrington, Collins and Godfrey), Miss Florrie Forde; "Simple Aven" (Thorne), Jean Schwiller; "We'll Treat You Like One of Our Own" (Murphy and Lipton), Jack Pleasants; "Anchored" (Watson), Peter Dawson; "In the Land Where the Heather Grows" (Godfrey and D'Albert), Jack Lorimer; "The Bay of Biscay" (Davy), Ernest Pike; "My Reputation" (Barnes and Weston), Tom Woottwell; "Carmen" selection (Bizet), National Military Band; "The Ghosts Dance" (Dunkels), National Military Band; "The Singer Was Irish" (Murphy and Castling), Peter Dawson; "The Choristers Waltz" (Phelps), Alhambra Orchestra; "O, Holy Night" (Christmas song), (Adams), David Brazell; "The Church's One Foundation" (arranged by E. W. Seymour), National Military Band; "Marche Tartare" (Louis Ganne), Sousa's Band; "Red Wing" (Kerry

Mills), Frederic H. Potter, chorus and New York Military Band; "For You, Bright Eyes" (Karl Hoschna), Miss Barbour and Mr. Anthony; "Serenade" (Schubert), Venetian Instrumental Trio; "Any Little Girl, That's a Nice Little Girl, Is the Right Little Girl for Me" (F. Fischer), Miss Ada Jones and chorus; "When the Autumn Turns the Forest Leaves to Gold" (N. W. Crocroft), Manuel Romain; "The Fairest Rose" Waltz (xylophone solo), (H. Englemann), Charles Daab; "My Old Lady" (Gus Edwards), Will Oakland; "Shipwreck and Rescue," descriptive (A. Campbell), Peerless Quartette, and "The Enterprise March" (J. B. Lampe), New York Military Band. Standard Records.—"The Yule Log" (processional Christmas march), (Sullivan), National Military Band; "Flanagan" (Murphy and Letters), Stanley Kirkby; "I Want to Come Home to Killarney" (Lawrence and Gifford), Ernest Pike; "If I Tell Yer" (Wincott and Weston), Tom Woottwell; "Belphégor March" (Brepant), Alexander Prince; "Don, Don" (Haines and Meher), Miss Florrie Forde; "Non-Stops" (Osborne), Ben Albert; "When the Sun Goes Down in Splendor" (Smith), Peter Dawson; "I Don't Care What Becomes of Me" (Fred Mayo), Arthur Osmond; "The Blarney Stone," two step (Englemann), National Military Band; "Merry Maiden March" (C. D'Albert), New York Military Band; "I Wonder How the Old Folks Are at Home" (F. W. Vandenoort), Will Oakland; "Softly Now the Light of Day" (G. M. von Weber), Arthony and Harrison; "Nobody Seems to Love Me Now," Joe Maxwell, and "Wood and Shaw Galop" (xylophone solo), (J. Ringleben), Charles Daab. Amberol Record, by Sarah Bernhardt.—"Phèdre La-Declaration" (Jean Racine). Grand Opera Records.—"Stradella-Serenade" (Flotow), (sung in German), Leo Slezak; "Favorita-Spirit Gentil" (Donizetti), (sung in Italian), Aristodemo Giorgini; "Manon Lescaut-In quelle trine morbide" (Puccini), (sung in Italian), Lucrezio Bori; "Madama Butterfly-Un bel di verdrenio" (Puccini), (sung in Italian), Carolina Longone-White, and "Lucia di Lammermoor—Aria del follia" (Donizetti), (in Italian), Selma Kurz.

PROVINCIAL NOTES.

Despite the sudden uprising of strikes and other labor disturbances in several provincial districts this last week or so, business conditions, as far as can be judged at the present time, have fortunately remained practically unaffected in the talking machine field. But of the future, prospects of a real bumper season's trade are not quite so bright as would seem to have been the case when I last wrote. Briefly, the position of affairs is this. As soon as one trouble has been settled in the cotton industry another crops up and disturbs the security of the markets. With the threat of a great strike ahead, talking machine dealers, especially in Lancashire, the center of the cotton industry, are naturally thrown into a state of great nervousness. They are in consequence withholding certain or-

ders pending a settlement of the disputes. That the situation is serious cannot be denied, having in view the possibility of some hundreds of thousands of employes being thrown idle, but there is, fortunately, a ray of sunshine in the latest report to hand, that every endeavor is being made to avoid the possibility of a lock-out.

Lock-Out Hurts Business.

On the northeast coast and particularly in Newcastle, talking machine sales have received a slight set-back by reason of the shipyard lock-out, involving the unemployment of a large number of skilled artisans and others. At the time of writing an early settlement is not expected. In the midlands good business is being done and the season's prospects are excellent. The chief provincial factors are doing a little desultory advertising, but not to any great extent.

Gramophone Co. Branches Active.

The Gramophone Co. advise me that their stock rooms are now in full swing throughout the country, and the new models on show have won much favor in provincial trade circles. These goods will, however, not be ready for delivery for some time. Amberola and other Edison goods, Zonophones, Columbia, Pathe, Twin and Beka products would seem to be selling well in Manchester, Liverpool, Leeds, Birmingham and other centers.

A Change in Management.

The old established talking machine business carried on by K. Wagenhaus in Stamford Road, Manchester, has been taken over by Christian Duwe, one of the enterprising factors of that city.

Heavy Demand for "Cinch" Machines.

In all my reports particular mention is made of the extraordinary demand for the "Cinch," the

The STROH VIOLIN

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



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

Q 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

FROM OUR LONDON HEADQUARTERS—(Continued.)

new Zonophone hornless machine. It is selling in such large quantities that the company are simply unable to keep deliveries ahead, despite day and night work at their huge factory.

Prospects Bright in Wales and Ireland.

Trade prospects for the season are particularly bright in Wales, and now that the miners have settled their difficulties, business is progressive all the time. Columbia, Zonophone and Edison goods are selling well.

Over the water trade in the Emerald Isle shows signs of a satisfactory awakening. Business is steadily improving, especially in the products of Messrs. Pathe Freres', which is obviously the result of their talking machine concerts, given in the principal towns under the direction of Butler & Sons, of Dublin.

T. Edens Osborne in Evidence.

In the Belfast papers Thos. Edens Osborne I notice is continuing his chatty little advertising talks. Gramophone and Edison sales are in consequence developing rapidly and Mr. Osborne anticipates a real good season.

THE COLUMBIA IN AUSTRALIA.

L. Taylor, of Craven, Taylor & Co., Prominent Importers of Sidney, N. S. W., During Visit to This Country, States That His House Does Large Business in American Products—Confers with Columbia Phonograph Co.—Places Orders for Prompt Shipment—Entertained at Dinner.

Among the distinguished trade visitors from abroad the past month was L. Taylor, of Messrs. Craven, Taylor & Co., the prominent importers, with headquarters in the Hopkins Buildings, Spring Street, Sydney. Mr. Taylor's house handles American products with great success throughout Australasia, and apart from placing

some big orders with American manufacturers he journeyed to this country largely for the purpose of conferring with the Columbia Phonograph Co. relative to representing their products throughout Australia. He was successful in his negotiations, and hereafter Craven, Taylor & Co. will act as sole agents in Australia and New Zealand for the Columbia Phonograph Co., General.

In this connection E. D. Easton, president of the company, has issued the following circular addressed to Australian dealers:

"In order to secure you the very best of service, we have made arrangements whereby Messrs. Craven, Taylor & Co., brokers of Sydney, become our sole representatives for Australasia and New Zealand. They will trade as the Columbia Phonograph Co.

"We know that local representation such as this, with complete stocks of Columbia disc and cylinder machines and records, will enable you to do a larger and more profitable Columbia business.

"Mr. Taylor is now in New York arranging for the prompt shipment of all goods necessary to enable them to fill orders without delay. They are planning for a particularly large stock of disc machines and double-disc records. The immense popularity of this type of machine and records in the United States will undoubtedly be duplicated in Australia. There is more money and a better class of business to be had with disc than cylinders.

"Our line of Grafonolas—hornless disc machines—has opened a vast new field. There isn't a home in Australia which has a piano but should have a Grafonola also. Push your sales of Grafonolas. People who are interested in them have good money to spend, not only for the machine but lots more for the high-priced records, such as our new series Grand Opera records.

"If you have observed the trade publications of the United States during the past few months you

already know that the four types of Grafonolas and the new Grand Opera records have completely revolutionized the talking machine business.

"This splendid series was only recently made. The records include the most famous solo, duet, trio, quartette and sextette passages in all opera, sung by artists of the highest rank. In surface tone and artistic rendition, by both the artist and the accompanying orchestra, they have never been approached by any records made up to the present time.

"These records and Grafonolas represent a distinct advance in the talking machine art. You should make yourself acquainted with them at once. Special descriptive booklets can be had for the asking.

"We thank you for the patronage you have given us in the past and ask that you continue it in greater measure with new representatives."

On Monday evening, September 26, Mr. Taylor was entertained at dinner by Geo. W. Lyle and Edward N. Burns, of the Columbia Phonograph Co., at one of our leading hostelries prior to his departure for Europe on the "Lusitania" on the following Wednesday. After visiting London, Paris and Berlin Mr. Taylor will leave for his home in the Antipodes.

BEST METHODS OF PUBLICITY.

Man Succeeds Only When He Is Entirely Wrapped Up in Business—Half-Hearted Interest Combined with Advertising Will Not Accomplish the Result.

A man succeeds not because he advertises his business, but because he lives it; because he eats it, sleeps it, dreams it, builds air castles about it.

The man who never builds air castles never builds castles of any kind.

The great motive power of any business is the strenuous personal faith of the man back of it.

Put your name to the front; your own personality. This is a tremendous force in advertising. People like to know individuals. They like to feel that they are being served by men; not simply getting their goods out of the hopper of a treadmill. And if people have any kicking to do—and the American people enjoy kicking—they prefer to kick individuals. It is mighty unsatisfactory, for instance, to kick an express company or a railroad, or Brown, Smith & Co. One can't hit the bull's eye.

Breathe the breath of life into your advertisements. It is safe to say that nine out of every ten advertisements which we see are as dead as Egyptian mummies. They are beautifully decorated; twined around with fine linen; draped and boxed for burial. They have eyes and nose and mouth, but they neither see nor speak. Their faces are either made of putty or are chiseled out of beautiful marble. There is no throbbing pulse, as Seymour Eaton in Printer's Ink.

Advertising isn't grammar; it isn't pictures; it isn't type; it isn't top of page position. It is something far more real than these things. These are merely accessories. Advertising is making the proper telepathic connection between you and the customer. It is the art of making the type speak.

SMILING.

When the weather suits you not,

Try smiling.

When your coffee isn't hot,

Try smiling.

When your neighbor don't do right

Or your relatives all fight,

Sure it's hard, but then you might

Try smiling.

But it cannot make them worse—

Just smiling.

And it seems to help your case,

Brightens up a gloomy place;

Then it sort of rests your face—

Just smiling.

—Exchange.

A MONEY-MAKER FOR THE TRADE

L'IMPRIMEUR DE CARTES

est une machine automatique, fonctionnant par des pièces de monnaie, qui imprime votre nom sur des cartes de visite. Elle est fabriquée en deux modèles—l'un de cinq centimes qui imprime, cinq cartés pour cinq centimes, et l'autre de dix centimes qui imprime douze cartes pour dix centimes. Elle est construite aussi pour le fonctionnement avec la monnaie étrangère.

Le travail est de la première classe dans tous les détails.

TOUTE MACHINE EST GARANTIE POUR UN AN

Ce n'est pas une nouveauté non-éprouvée, mais une machine pourvoyant aux besoins publics.

Elle rapporte net de Soutes les dépenses 100% par an.

PRIX, \$150.00

Références et attestations seront fournis sur demande.



Se Solicitan Agentes PARA La Maquina de Imprimir Tarjetas

Esta es una máquina automática y accionada por monedas. Imprime nombres en las tarjetas de visita. Se construye de dos estilos corrientes la máquina de cinco centavos imprime cinco tarjetas por cinco centavos, y la de diez centavos, doce tarjetas por diez centavos. También se construyen para el uso con monedas de cualquier país.

La mano de obra es de primer orden por todos conceptos.

TODAS LAS MAQUINAS SE GERANTIZAN PLENAMENTE POR UN AÑO

No son una novedad sin probar, sino una máquina que llena una necesidad pública.

Produce una utilidad de 100% al año.

PRECIO, \$250.00 ORO
Pidaere referencias y certificaciones.

The Card Printer is an automatic coin-controlled device that prints your name on five cards for one cent or 12 cards for five cents. It is built in two styles. The five-cent machines are intended for the better class hotels, department stores, etc. The workmanship is of the highest class in every detail. The case is of quartered oak and the works are nickel-plated and enameled.

It is more popular to-day than when first put on the market.

It has stood the test of public use and abuse for over four years. It is not an untried novelty, but a machine supplying a public want.

In order to maintain the reputation of the Card Printer, insure its accurate operation and guarantee a uniform quality of card, it is required that all paper and ink be purchased of The Card Printer Co.

Patents pending and allowed in the United States and foreign countries. PRICE, \$250. Price of paper rolls, 10 rolls, \$20, net. 50 rolls, \$75, net.

Write for Terms and Full Particulars. Manufactured by

THE CARD PRINTER COMPANY 79 East 130th Street
NEW YORK CITY

NEW RECORD EXCHANGE PLAN

Formulated by the National Phonograph Co.
Sure to Prove Popular.

What will undoubtedly prove a most acceptable substitute for the present two-for-one record exchange plan, adopted as a temporary substitute for the original arrangement on June 17, 1910, and which was the subject for considerable discussion at the convention of the National Association of Talking Machine Jobbers last July, was introduced to the Edison trade on September 15, 1910. Accompanying the sales department bulletin outlining the new proposition was a letter from Frank L. Dyer, president of the National Phonograph Co., which gives a concise history of the reasons leading up to the abolition of the old and the adoption of the new plan, and appears below.

A careful analysis of the new exchange proposition will prove that it is admirably conceived to work to the common interest of all concerned—manufacturer, jobber, dealer and public. It gives the public a chance to return worn or undesirable records; permits the trade to work off its surplus of slow sellers; revives the interest of machine owners and makes them steady customers for the new product and saves the manufacturers the heavy losses which they were compelled to bear under a plan which proved unsatisfactory generally. The salient points in part are as follows:

The two-for-one plan now in effect terminates December 31, 1910. The list of 500 standard records used to inaugurate the plan comprises the slowest selling but by no means the least desirable numbers in the Edison catalogue.

Dealers are authorized to sell any records from this list at the regular price of 35 cents each and accept in payment 20 cents in cash and any two used records. Any used records, irrespective of type, may be accepted—except such numbers as appear in this list.

In case of question as to count or eligibility of any of the records returned for credit the decision of the jobber is final. Moreover, if all the

terms, conditions and stipulations contained in the proposition are not fully agreed to and carried out by the dealer, the jobber has the right to reject any and all records returned.

The records contained in this list of 500 are not returnable under the present two-for-one exchange. As a further plan for disposing of records shown on the special list of 500, dealers are permitted to present to the owner of an Edison phonograph who induces a sale of an Edison phonograph, any nine records from this special list in lieu of six special Amberol under the conditions outlined in the National Phonograph Co.'s promotion plan.

Special literature, a catalog containing the 500 records, etc., will be in the hands of jobbers shortly after October 1. The proposition has not yet been extended to the Canadian trade.

PRESIDENT DYER'S LETTER.

"To the United States Trade:

"The exchange proposition on two minute records, heretofore in force and which was modified by our circular letter of June 17, 1910, was found to be impracticable because of the enormous losses forced upon us in carrying it out. To a much smaller degree, losses were also incurred by jobbers and dealers owing to the tying up of capital and the cost of packing and transportation. Furthermore, the plan of the old exchange proposition permitted the trade to order records indiscriminately and in unlimited quantities, for the reason that those remaining unsold could be eventually returned for full credit when cut out, which was practically equivalent to a consignment business. It is not necessary for us to say that such a result was never contemplated when this exchange proposition was originally put into effect. The old method also involved the destruction of an enormous number of absolutely new records which it would be most desirable to get into the hands of the public, if possible.

"The modified exchange proposition, as outlined in our circular letter of June 17, 1910, was intended as a temporary or compromise arrange-

ment, which was to remain in effect only until some definite and comprehensive plan could be devised. We, therefore, take this occasion to notify the trade that this exchange proposition on the two-for-one basis will be terminated Dec. 31, 1910, and to urge upon dealers the necessity of returning before that date any cut-out records on list heretofore issued. At this time, we also wish to express to the trade our thanks for the fair and loyal manner in which our circular of June 17, 1910, was received.

"We have now evolved a new plan, effective Sept. 15, 1910, which, if successful, will take the place of an exchange proposition. The plan as described is the result of many discussions with jobbers and dealers throughout the country, and we believe that if thoroughly understood by the trade it will meet a hearty reception from them all. The following are the principal advantages of the plan:

"First—The losses heretofore forced upon the factory will be eliminated. This is not entirely one-sided, because jobbers and dealers who are familiar with the methods of the National Phonograph Co. know that as the factory prospers, corresponding advantages are extended to the trade.

"Second—Instead of cutting out a certain number of records from our catalogue, as heretofore, we have selected 500 records (see list enclosed), which will be included in a special catalogue to be issued as soon as possible, with the understanding that all records in this special list will be removed from the regular catalogue and the manufacture thereof discontinued one year from the date the special list is issued, or September, 1911. These records, instead of being returned to us on an exchange proposition and absolutely destroyed, are, under this new plan, disposed of to the public under an arrangement whereby, if two old records are returned, an allowance of 15 cents for both will be permitted against the purchase of one new record from the special list at 35 cents, making the cash expenditure to the customer 20 cents.

The Newest Development
All have striven for but never attained it—until the issue of the new
EDISON BELL

VELVET
Gramophone

Fine and smooth
as velvet.

Free from all
grashy or grind
sounds.



FACE
Records

Not a single click
or crackling sound
from the first to the
last recorded note.

THE ONLY—PURE MUSIC—RECORD

Its fine close cut velvety lines contain 10% to 20% more music than is on any other manufacture of gramophone type record.

It is a Double side Record Price 3/—and the first catalogue is now ready—not extensive now, but will be constantly added to. *Send for a copy.*

THEY ARE ALL GEMS

J. E. HOUGH, Ltd., Edison Bell Works

Glenjall Road, London, S. E.

"Third—We are informed that there are thousands of phonographs at present in the hands of owners that are not being operated, because their owners have such large stocks of records at their homes that they do not feel that more money should be invested in new records, or the old records are not played because they are worn or their owners are tired of them. Under this new plan, every time a phonograph user buys a record from the special list, he may return two of his old records, for which he receives 15 cents credit, and in this way his stock of old records will be reduced, a stock of new records will be gradually built up, and his interest in the phonograph revived.

"Fourth—By bringing old customers into the stores of jobbers and dealers under the present plan, they can be interested in the new Edison products, such as the combination phonograph and attachments, the Amberol record, the Cygnet horn and the Amberola, and in this way the dealers' lists of active customers will be increased.

"Fifth—Under this plan, dealers will be able to reduce their stocks of slow selling records (heretofore handled through cut-out lists) not only without loss to them, but at an actual profit.

"As a further plan for reducing stocks of slow selling records contained in the special list, we have also decided to permit jobbers and dealers to present nine two-minute records from this special list in lieu of six special Amberol records as a bonus to any owner of an Edison phonograph effecting the sale of a new Edison phonograph.

"We might say, in conclusion, that it is an admitted fact that the reason why many stock records are slow sellers is not because of any inferiority of the records themselves, but solely because adequate efforts are not made by the trade to sell them, most of their efforts being apparently directed to the sale of current or new records, and we believe that this plan, properly circularized with special printed matter, which we will furnish, will cause a revival of the sale of these particular records and that they will give equally good satisfaction to the user of the latest ones.

L. A. CUMMINS ADVANCE AGENT.

Well-Known Traveler for the Aeolian Co., St. Louis, Keeps His Trade Posted As to When He Will Call on Them—Bears Reputation as a Hustler and Deserves It.

L. A. Cummins, wholesale traveler for the talking machine department of the Aeolian Co. in St.

the St. Louis Talking Machine Co., in which position he continues with the Aeolian Co., successors to the St. Louis Talking Machine Co.

Mr. Cummins enjoys an enviable reputation as a hustler and a hard man to compete with in his territory. He claims the record in the Middle West for creating more new dealers than any of his competitors. His faith in the Victor and in the future of the business generally is unbounded.

DEAR SIR:
Cummins is coming
on or about

St. Louis _____ 19__
_____ 19__



MOTTO:
No order too large or
too small to receive my
personal attention.



The Aeolian Co.
St. Louis
Victor Talking Machine
DISTRIBUTORS

HIS MASTER'S VOICE.

L. A. Cummins

L. A. CUMMINS' NOVEL ADVANCE CARD.

Louis, Mo., believes that an advance agent is just as useful to a salesman as to a theatrical company, hence he covers the route ahead of time with the post cards similar to the one here illustrated.

They say that Mr. Cummins has been in the talking machine business for nine years and for the past four has been the traveling representative of

A LIVE TOLEDO CONCERN.

The Toledo Equipment Co., Toledo, O., are carrying on a lively campaign in their territory in the interests of the Edison and Victor lines of talking machines and records, making a special feature of the new Edison record exchange proposition.

BEKA RECORD

THE BEST DISC IN THE WORLD

The Largest and Most Comprehensive Repertoire in:

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

REPertoire ALWAYS UP-TO-DATE

BEKAPHONE

THE BEST AND MOST POPULAR MACHINE

For catalogs, terms, etc., apply to

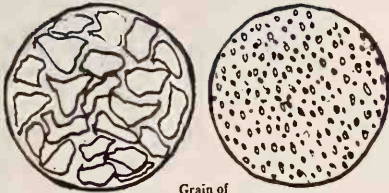
BEKA RECORD Limited, 35-6 BOUCHESTRASSE, BERLIN, S. O. 36
77 CITY ROAD, LONDON, E. C.

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

THE TALKING MACHINE AND INDIAN RECORD COMPANY
HOMEJI STREET, CIRCLE, FORT, BOMBAY

Don't Buy Needles That Damage

Records



Bad Needles

Condor Needles

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

Consequence:

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

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

**Finest Reproduction,
No Ruin of Record.**

Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

WITH THE TRADE IN THE "HUB."

Jobber Sending Dealer's Literature to Retail Customer Causes Misunderstanding—Wholesale Business Excellent—Retail Only Fair—H. F. Miller & Sons Co., Move Victor Department—The Linscott Sporting Goods Co.—Succeeds Boston Cycle & Sundry Co.—Good Columbia Co. Report—A Big Shipment—The News of the Month.

(Special to The Talking Machine World.)

Boston, Mass., Oct. 6, 1910.

When making a social call recently the subject of talking machines came up, and after a brief discussion my host made the startling statement that he was "in right" and that he was going to get the dealer's discount on the machine he expected to purchase. It seems that he had in his possession a dealer's discount sheet, dealer's agreement blanks and all other data for the inauguration of a new dealer and was congratulating himself on his good luck. The writer asked how he happened to get that literature and he said: "Sometime ago I sent a postal card to the home office of a talking machine company, merely saying, 'Please send me a catalog and oblige.' They answered, saying they had referred it to a house in Boston for attention. Shortly thereafter I received a letter from the Boston company, saying they had forwarded catalog, dealer's discount and contract and would be pleased to have my order. In this letter they forgot to enclose the discount sheet, and this I received the next day with an apology for omitting it. I thought that was a new way of getting business and assumed that every one got the same offer."

This party lived within ten miles of Boston, and no doubt it was through error that the wholesale price was sent him, but it shows what a lot of trouble might be caused if these were sent out even occasionally. A personal call on nearby inquiries would obviate this, with extreme care when sending out advertising literature.

Trade in Boston at this writing is peculiar. Wholesale business is very good, while retail trade is but fair. The latter is due to the extremely hot weather and the backward season for the return of city people from their country homes. Wholesale trade, of course, goes all over the States, and in many of the smaller cities the dealers' retail business is brisk. In retail circles the higher-priced machines lead the sales sheets, as the demand for that class of talkers is steadily growing.

Henry F. Miller & Sons Piano Co. have moved their Victor department to the second floor of their warerooms, where enlarged facilities will enable them to feature this business prominently. Green is the color scheme for the decorations, even the record envelopes being green, which gives the rooms a most artistic appearance. C. Alfred Wagner, manager, is outlining a campaign that ought to make a rapid sales growth for this department.

There's a cordial invitation to the dealers of New England, appearing elsewhere in this paper, given by the Linscott Sporting Goods Co. to visit the Edison exhibit at Mechanics Building. But fifteen days more are available to witness one of the greatest Edison displays ever made, and it would be worth while for every dealer to see it. Manager Charles R. Cooper will meet guests at the trains, at the company's headquarters, 48 Hanover Street, or at Mechanics Building.

Linscott Sporting Goods Co. is the new name of the Boston Cycle & Sundry Co. The latter name is familiar to the entire trade of the country, and it will only be a little while before the new name—Linscott Sporting Goods Co.—will be as well known. The company reports a very satisfactory opening of the fall season.

Under the able directing of Harry Bennett, their new manager, the talking machine business of the Henry Siegel Co. is making rapid strides. They feature Columbia goods. Mr. Bennett is quite an artist, judging from the paintings that adorn the walls of his department.

Arthur C. Erisman, manager of the Boston headquarters of the Columbia Phonograph Co., gave out a most encouraging report of Columbia sales for September, saying: "The past month's business exceeded the September of 1909 by 60 per cent." Nearly a doubling of Columbia trade, and it's certainly an excellent testimonial of Mr. Erisman's business building ability. He adds: "My honest opinion of the Columbia outlook for this year is it will be the largest it has ever known in the city of Boston, and by letters from our general manager I have every reason to believe it will be the same all over the country."

The Columbia company have just completed the mailing of their new grand opera record brochure to their local mailing list, the number sent out being in the five figures class. It is a beautiful example of the printer's art, with front cover embossed in gold and black.

Frank E. Flightner is the new Columbia wholesale representative covering the territory of Vermont.

Sixty-seven boxes and eleven crates of Columbia talking machine goods were shipped recently to the Chas. F. Wing Co., New Bedford, on one order, which shows the way this company intends to push the exclusive Columbia agency. G. F. Kasmiere is the manager of this department.

Theo. Barr, press agent of the Boston Opera House, was so pleased with his Columbia library table that he bought another one and sent it to his brother at Budapest. Mr. Barr says that talk-

FOREIGN PATENT RIGHTS FOR THE RESONATOR

Will Be Sold Outright or Operated
On a Company Basis.

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

All Wood and Compact.

Based On Scientific Principles Of
The Sound-Board.

Wonderful Success In The United
States.

Illustrated on Page 47

For Full Information Address

L. P. Valiquet

25 North 16th Street

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



MR. RECORDER, do you know my **WAX "P,"**
the best existing recording material for Berliner- (Gramophone-) cut? If not, write for
free sample to
CHREMISCHE 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



No. 782 OPEN



No. 785 OPEN - For all makes of Cylinder Records



No. 786 OPEN

The Finest Record Cabinets on the Market —And You'll Find They Sell the Easiest!

The Salter line of Talking Machine Record Cabinets excel all others. During the past two years, so great has been the demand for these cabinets, our factory has worked overtime almost continuously.

Salter Cabinets have a patent interior arrangement which stands in a class by itself. No other cabinets are so neat or so nicely arranged.

The interior of Salter Disc Cabinets have an individual compartment for each record. The wood shelves are lined with soft green felt, and it is impossible for the record to become scratched or otherwise damaged.

Each shelf or record has a number. By referring to the corresponding number on the card index attached to the door, any record in the cabinet can be named or located instantly.

The Disc Records lie flat on the shelves, they cannot become bent or warped. These cabinets are artistic in design and are handsomely finished in any desired color. They are made right, look right, and in comparison with any others, sell almost on sight!

The Salter Cylinder Record Cabinets are so arranged as to hold the records in their original carton boxes, if desired. This has the advantage of protecting them from dust, or from breakage in handling.

When preferred, the cabinets can be arranged so as to place the records on pegs, in the old way.

Every Salter Cabinet, of whatever style, is finished handsomely. The natural beauty of the wood is enhanced by perfect finishing, and the designs of the cabinets are pleasing, artistic and original.

We pack the cabinets for shipment in such a way that breakage is almost absolutely prevented. Your cabinets reach you safely, in good condition to display and sell.

Every one of your customers has need for a Record Cabinet. Our line comprises all styles, and has cabinets at all prices!

Our latest catalogue will be mailed promptly on receipt of your request.

Write for it to-day.

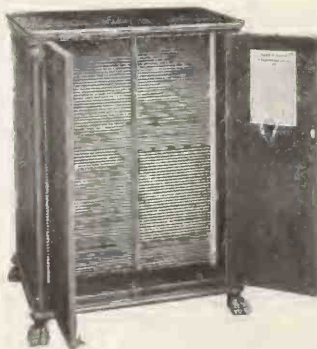
Salter Manufacturing Company

337-343 N. Oakley Ave.

CHICAGO, ILL.



No. 782 CLOSED



No 777 OPEN—for Victor No. 11 and 12 Machines or Columbia Elite



No. 777 CLOSED



No. 786 CLOSED

Columbia Double-Disc Records!
Double-Discs, double value, double wear,
double everything except price!



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

ing machines have done more to promote grand opera than grand opera itself.

Wm. D. Blossfield is the energetic manager of the Victor department of M. Steinert & Sons Co., Providence, R. I., and they are doing an excellent business there. Two new demonstration booths are being built and plans are in process for a brisk fall.

The M. Steinert & Sons Co.'s talking machine headquarters in Lowell are ably pushing Victor goods in that territory. J. H. Caldwell is the local manager.

E. F. Taft, general manager of the Eastern Talking Machine Co., is very optimistic at this season's possibilities and is making every preparation for a heavy business. No one follows the subject of business conditions more closely than Mr. Taft, and when he predicts a good season he has basic reasons for his faith.

The new Victor record cabinet of the Eastern company has been built and it has a capacity of 120,000 records. It resembles a miniature Congressional Library, and the company claims it is one of the largest, if not the largest, library in the country.

Here is an illustration of their quick service: An order was received from a New England dealer at 5 o'clock. It was loaded on the team at 5:20, and at 5:25 the dealer received a 'phone call saying the order was on the way. The phrase "going some" is an apt one for this case.

The management will tender a dinner to the members of E. T. M. Associates at their next meeting.

Herewith appears a photograph of the company's Victrola and Amberola room. Although not evident in the picture, every style of those machines is on exhibition.

At the Outlet Co., Providence, R. I., is a big talking machine department that is managed by two versatile talking machine men, Messrs. Viel and Wonderlitz. The Outlet Co. operate one of the largest stores in Providence, and the talking machine end is surely conducted in an up-to-date manner.

F. S. Boyd, manager of the Iver Johnson Co.'s talking machine department, reports a large business on Edison machines with the new reproducers and Music Master horns.

The destinies of the Shepard Co.'s talking machine department at Providence, R. I., are ruled by Manager Baldwin, who has a neat display room.

Blue is a suitable color to display the products of the long-established talking machine needle house of W. H. Bagshaw, Lowell, Mass., as it is a needle concern to deserve the blue ribbon. The nearest to it in this issue is their Blue Supplement, which in every way represents the strength and dignity of the house, the officers and of their needle output, the factors of quality and number duly considered.

Two Providence, R. I., piano houses to handle talking machines are the Meiklejohn Co., with the Victor and Columbia lines, and the Kelley Piano Co., who recently put in the Victor representation.

CHANGES IN EXECUTIVE STAFF.

Several changes were made last week in the executive staff and offices of the Columbia Phonograph Co., General, New York. C. W. Woodrop, formerly the business manager of the recording laboratory, was elected assistant treasurer and secretary, and is now filling that office. He entered the service of the company about a year

ago, taking charge of the collection department, and subsequently going to the laboratory. Mr. Woodrop will also fill the same position for the American Graphophone Co., and is occupying the office formerly used by the wholesale department, Mr. Yerkes going into the room recently used by E. A. Rockwood, and overlooking the East River and Brooklyn Bridge. Marion Dorian, auditor of the company, will be in the same office with Mr. Yerkes. Merwin E. Lyle takes Mr. Woodrop's place at the laboratory.

BONCI IN CONCERT.

Columbia Clientele Notified So That He May Be Featured Wherever He Appears.

The Columbia Phonograph Co., General, have notified their clientele that commencing with November 17, in Brooklyn, N. Y., Bonci, the famous grand opera tenor, will make a concert tour through the United States and Canada, and which will close February 22 in Columbus, Miss. Their advice to jobbers in this connection follows:

"When he arrives in your city be sure you have a window display which is appropriate, and that you do not lose the value of the publicity he is getting. Sell all the Bonci records you can—display your stock of all Columbia Fonotopia records, and when they are gone order an additional supply, but don't order more than you can sell promptly. In cities in your territory where Bonci appears, where we have a dealer, be sure to have your dealer do some advertising on his own account and put in a good window."

E. H. HICKMAN RETURNS.

(Special to The Talking Machine World.)

Nashville, Tenn., Oct. 10, 1910.

After an absence of two months, E. H. Hickman, manager of the talking machine department of the Phillips & Butteroff Manufacturing Co., of this city, returned to business this morning. He had been ill with a severe attack of typhoid fever and had been traveling around, going as far as Oklahoma City, endeavoring to regain his health and strength, which he says has been finally accomplished.

WANAMAKER TO THE DEALERS.

An important announcement appears elsewhere in this issue from the Wanamaker house which should interest the talking machine trade. There are few dealers who do not know of the extent of the talking machine departments conducted by John Wanamaker in New York and Philadelphia, the prominent feature of which is a most complete stock of both Victor and Edison machines and records. Dealers desiring a quick delivery of goods in their line can be accommodated promptly at this establishment.

The Consolidated Phonograph Record Co., Newark, N. J., having their registered office at 763 Broad street, filed articles of incorporation in the office of the county clerk last week. The authorized capital is \$125,000, of which \$1,000 is paid up.



THE EASTERN TALKING MACHINE CO.'S VICTROLA AND AMBEROLA ROOM.

TRADE IN SOUTHERN CALIFORNIA.

September Trade Very Satisfactory on the Average—Wiley B. Allen Co., Improve Arrangement of Warerooms in Los Angeles—Sherman, Clay & Co., Preparing for Heavy Holiday Business in Victor Goods—Southern California Music Co. Have Record Edison Business During the Summer—Various Other Houses Also Very Active—Expansion Seems to Be the Order of the Day.

(Special to The Talking Machine World.)

Los Angeles, Cal., Sept. 30, 1910.

The later days of September find retail trade not quite as brisk as the first, although the jobbers have seen no lull, which is a splendid indication of confidence on the part of the dealers in a heavy fall and holiday trade. Many of the dealers have improved their trade-handling facilities as well as beautified their departments.

The Wiley B. Allen Co. have added a number of glass-partitioned demonstrating rooms which make their department one of the largest in the city. A very clever system of ventilation is employed, which keeps the various rooms supplied with fresh air and is regulated to suit climatic conditions, either cool or warm. Their Victor business has greatly increased since the new additions have been made. H. H. Clubb, the manager of the department, is justly proud of his effort. Miss Irene Johnston, who was formerly with the Fitzgerald Co., has taken a position with the Wiley B. Allen Co.

Sherman, Clay & Co. are preparing for a great holiday Victor business. The new style Victrolas are receiving much attention from the trade, and it is believed by all that they will soon displace the horn type machines. W. R. J. Campbell, who has been with Sherman, Clay & Co. for many years, has gone on a trip to Dundas, Prince Edward Island, to visit some of his relatives, whom he has not seen for several years.

The Southern California Music Co. have seen the busiest summer yet in Edison goods. The new style Triumph, with model "O" reproducer and Music Master Cygnet horn, is considered by all the largest improvement made in the Edison line for years. The third floor retail department of the Southern California Music Co. has been completely remodeled and now presents a handsome appearance and allows the customers every convenience. Albert D. Wayne, manager, has put into effect some splendid ideas, for which he deserves credit. E. S. Dible has been appointed as manager of the talking machine department at

San Diego. The business phonograph department is now employing S. H. Womble, who is meeting with success.

The Columbia Phonograph Co. has shared the busy summer in a very satisfactory manner. The Grafonola Mignon and the new \$17.50 graphophone have been delivered to the trade throughout this section.

S. C. Purser, owner of the talking machine department of S. A. Brown & Co.'s new store, is one of the new dealers who met with great success. Mr. Purser has increased his storeroom already since opening about five months ago, and says he intends to make further additions before the holidays, which speaks well for so young an enterprise.

The Kennedy Phonograph Co., on West Fourth street, formerly the Fiske Phonograph Co., report a very good summer trade. Mr. Kennedy is one of the live Edison dealers of the city.

Irving Andrews, of Andrews & Son, with the Holmes Music Co., Broadway, has extended his recently established department to a considerable extent. Mr. Andrews is a man of splendid standing in the trade, being one of the old-timers and having been connected with several prominent concerns in this city, as well as being a junior partner in the firm of Andrews & Son, of Phoenix, Ariz., prior to his coming to Los Angeles eight years ago.

The Phonograph Record Exchange are doing considerable advertising of various kinds. They are located at 224 South Spring street, room 311.

George P. Austin, of Oxnard, has purchased the Southern California Music Co.'s retail business in that city, where he has managed their store for several years past. This is looked upon by the trade as a very important transaction, as Oxnard is one of the new and rapidly-growing beet sugar towns.

At Fresno, K. H. Nishkian has had a considerable increase in his Edison business. Mr. Nishkian, together with his family, visited Los Angeles for a few weeks during the summer.

F. L. Rochefort, of Holtville, Cal. made a short stay in Los Angeles last month.

The Wiley B. Allen Co., of San Diego, have given their regular recitals as usual through the summer months and have been very successful with them.

The Southern California Music Co. have just completed alterations which gave them a fine new demonstrating room for all sizes of machines. The stocks of small goods and sheet music were closed out entirely and the entire store remodeled. Manager Morse is especially proud of the talking ma-

chine department, which is now as complete as is required for up-to-date business methods. An early advertising campaign for holiday trade has been launched.

The Thearle Music Co. have received a large shipment of Victor goods, which is the first instalment of their holiday stock.

Q. G. Farquharson, traveling representative of the Columbia Phonograph Co., visited San Diego last month, as well as all the other busy sections of this county. Many other prominent people of the trade have visited San Diego, some on business, others for pleasure. Fred Morton, of Sherman, Clay & Co.; F. C. Carnes, Southern California Music Co., Los Angeles; John M. Miller, of Miller-Sterling Co., Phoenix, Ariz., and Irving Andrews, of Andrews & Son, were a few who made their presence known to the trade.

Some of the other prominent persons of the trade who have returned from late vacations are: Chas. S. Ruggles, manager Sherman, Clay & Co., Los Angeles; C. H. Rundel, of Southern California Music Co., who, after a trip to several northern towns, has a better opinion of Southern California than ever. O. A. Lovejoy, Southern California Music Co., in company of Geo. Austin, got the limit in doves on a hunting trip; A. Graham Cook, of George J. Birkel Co., had a fine trip through Yosemite Valley, and W. F. Stidham, with Mrs. Stidham, had a splendid time at the beach.

Many out-of-town callers are reported to have been in Los Angeles lately, among whom are W. C. Hauser, of Dinuba, Cal.; Wm. Berryhill, of the Berryhill Co., Phoenix, Ariz.; Jas. M. Gulley, Sherman, Cal.; W. R. Harper, Ontario, Cal.; O. J. Tullis, Santa Monica, Cal.; George Clark, of Clark Bros., Upland, Cal.

The Pasadena Business College, 346 North Fair-oaks avenue, are using the business phonograph in their business courses.

BLACKMAN CO. BUSY.

Well Satisfied with Manner in Which Fall Trade Has Developed—New Features Help Business—The Blackman Specialties in Demand—Trays, Needles and Brushes Find Great Favor with Trade.

A visit to the store of the Blackman Talking Machine Co., 97 Chambers street, reveals the entire staff from President J. Newcomb Blackman down, putting forth their best efforts to meet the demands for stock from their dealers. According to Mr. Blackman, the present season has opened up in a most satisfactory manner. The various new styles of machines and special propositions of the company designed to stimulate sales have done their work well; and, unless something unexpected happens, the indications are that the present Fall season will be a record one. The dealer, too, must not forget the specialties marketed by the Blackman Co., viz.: the Blackman folding record tray with Rapke label, the Playrite and Mello-tone needles and the Place record brushes for disc and cylinder machines. Regarding these specialties, there is little that can be added to what has already been said in their favor. The Blackman trays may be found on jobbers' and dealers' shelves in all sections of the country. The Place record brushes are in a class by themselves. It is claimed for the needles that they do what their name implies. Further information is always obtainable from the Blackman Talking Machine Co.

Linscott Sporting Goods Co.

(Formerly Boston Cycle & Sundry Co.)

48 HANOVER STREET

BOSTON, MASS.

New England dealers!

Come to Boston and visit the Edison Exhibit as our guests. You will secure a fund of information that will aid you wonderfully in selling Edison machines, thus adding greatly to your profits.

And we'll also show you the magnificent equipment of our establishment—the largest and most complete Edison stock in New England.

Systematized shipping facilities and a knowledge of every express and freight service plus a full stock are the units that have given us the widespread reputation of QUICK SHIPPING.

But two weeks more of the Edison display at Mechanics Building. Come!

Linscott Sporting Goods Co.

(Formerly Boston Cycle & Sundry Co.)

48 HANOVER STREET

BOSTON, MASS.



PROFIT
FOR
YOU!

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

TRADE IN THE SAINTLY CITY.

Business Shows Steady Improvement—Good Demand for Columbia Co., Goods—Interesting Personal Notes—Some Recent Visitors—Excellent Report Made by Talking Machine Department of the Aeolian Co.—Activities of the Various Other Jobbers and Dealers—Other News of Timely Interest.

(Special to The Talking Machine World.)

St. Louis, Mo., Oct. 4, 1910.

Trade in the talking machine business for the past month has been improving steadily, and the fall demand is now very good, with every indication of increasing activity.

Manager Walthall, of the Columbia Phonograph Co., reports a nice volume of business for the past month and that the fall trade is good.

He recently furnished one of their Grafonola Regents with a selection of their best records to the Skinner & Kennedy Stationery Co. for the four days of their business show. Thousands of people visited the show and heard this fine machine. Mr. Butterfield, one of their best salesmen, operated the machine and secured a quantity of prospects.

E. S. True, formerly credit manager here for the St. Louis Talking Machine Co., has been appointed manager of the Columbia Phonograph Co. at Louisville, Ky., and left for that point on September 26.

H. T. Boxley, in charge of the collection department of the Columbia Phonograph Co., returned recently from a two weeks' vacation spent at Sedalia, Mo.

Chas. Kauffmann, traveler for this concern, was in town a few days recently and reports a big revival in trade in Illinois on account of the settlement of the coal miners' strike.

Wm. Standke, manager of the Columbia Phonograph Co., Denver, Col., spent a day here recently on his way home.

Mr. Grasby, a member of the firm of the Winnipeg Music Co., Winnipeg, Man. spent a day here recently as the guest of General Manager Lyle and District Manager Fuhri, of the Columbia Phonograph Co. The Winnipeg Music Co. are jobbers of the Columbia in Canada.

Mr. Lyle was accompanied by his son Harold, and he was returning from a five weeks' trip visiting the branch stores of the company in the West. He considers conditions very favorable for a good fall and winter trade.

Reports from the talking machine department of the Aeolian Co. show that more than the usual fall increase in business has been experienced by them during the past month. The retail trade has been exceptionally fine, and now that the majority of their customers have returned from their summer trips, a great demand is being made for the selections that were issued during their absence from the city.

The wholesale Victor department of the Aeolian Co. report that their order files are fast becoming filled with orders from dealers, to be delivered during the months of October, November and December. The dealers are realizing more than ever the fact that the earlier they get their orders in to their jobber the greater the assurance of getting the goods when they want them, and judging from the size of the orders already on file, it is a certainty that "the greatest fall in the history of the Victor business" will be experienced this year.

The Aeolian Co. will, in the very near future, announce to the trade a new line of record cabinets for which they have secured jobber's selling rights.

The repairs and redecorating of the show window of the Aeolian Co. have been completed. The pillars and woodwork have been finished in ivory white, and with handsome portieres to match and the concealed lighting arrangement the effects are most beautiful. The first display in this new window consisted of the Victor "Pryor and Sousa" display and was classed by local window dressing authorities as very beautiful.

H. C. Brown, advertising manager of the Victor Co., spent a few hours in St. Louis recently. L. F. Geissler, general manager, and W. J. Staats, chief accountant, of the Victor Co., were visitors at Aeolian Co. during September.

W. C. Weager, formerly manager of the W. F. Roehr Music Co. in Manhattan, Kan., is now connected with the retail Victor department of the Aeolian Co.

Visiting dealers at Aeolian Hall during the past month were F. Cochran, manager Piggott Music & Novelty Co., Piggott, Ark.; L. Birger, Glen Carbon, Ill.; E. Hagler, East St. Louis, Ill., and W. W. Fisher, Murphysboro, Ill.

The Koerber-Brenner Music Co. report that their business has been good for September and it is improving right along.

W. A. Brenner, secretary of the company, returned October 10 from a two weeks' Northern business trip.

A. M. Page has accepted a position as traveler for this firm and is now on a long trip through the West and Southwest.

The Silverstone Talking Machine Co. reports having a good trade for September, with improving conditions.

D. K. Myers, the Zonophone jobber, reports fair trade for September, with improving signs.

A. J. Robinson, of the talking machine department of the Thiebes Piano Co., states that their September trade has been good. He reports the sale of a number of Victrolas and that he has had quite a few customers who have traded in their pianos in exchange for Victrolas.

C. N. Lenhart, Mattoon, Ill.; M. F. Havlen, East St. Louis, Ill., and J. H. Martin, Red Bud, Ill., were recent Columbia dealers in town.

Practically every man you call lucky because he has succeeded in building up a good business, is lucky because he is observant and energetic. You can be observant and energetic. You can cultivate those qualities even if they are not natural.

C. H. Hawk, Grand Fork, Ill.; W. A. Phipps, Moore & Phipps, Cowden, Ill., and Louis P. De Rousse, Waterloo, Ill., were recent Edison dealers in the city.

J. K. Savage, traveler for the Silverstone Talking Machine Co., returned October 7 from a two weeks' business trip in an auto to northern Missouri.

The Bollman Bros. Piano Co. opened their new Victor talking machine department on September 10. It is located on their first floor and very handsomely equipped. It consists of three very fine sound rooms, arranged in a perfect manner. The manager of this department has not yet been selected.

Miss M. E. Lazarus, formerly with Pope's Piano Co., Little Rock, Ark., has charge of the record department.

The O. K. Houck Piano Co., W. C. Crouse, manager, will soon open a Victor talking machine department.

EDISON AT THE BUSINESS SHOW.

The Edison Business Phonograph Co., Orange, N. J., will have an exhibit at the Business Show which opens at Madison Square Garden Oct. 22-29. Nelson C. Durand, vice-president and general manager, and C. S. Osborne, his assistant, will be on hand to welcome callers.

WHAT JOSH BILLINGS SAID.

Josh Billings says he "admires a rooster for two things, one is the crow that is in him, and the other the spurs that he has on him to back up his crow." This can be applied to the man. We admire him for the noise that he can make, if he is capable and has the business ability and personality to back up this noise.

HOW DO YOU ORDER DINNER?

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

YOU EAT YOUR ENTIRE MEAL IN ONE PLACE

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

BLACKMAN DOES NOT RUN A RESTAURANT

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

HOW DO YOU ORDER EDISON AND VICTOR GOODS?

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

BE ECONOMICAL—ORDER FROM BLACKMAN

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

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

YOURS FOR THE GOODS

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres.

"THE WHITE BLACKMAN"

97 CHAMBERS STREET

NEW YORK

EVERYTHING FOR EDISON OR VICTOR

ROYAL PATRONS OF LANDAY BROS.

Duke de Montpensier Buys a Victrola and a Supply of Red Seal Records to Accompany Him on His Hunting Trip to India.

Distinguished people are not uncommon visitors at the store of Landay Bros., 400 Fifth avenue, New York. The latest caller was the Duke de Montpensier, a brother of the Queen Mother of Portugal, whose recent sad experiences in connection with the establishment of a republic in that country every newspaper reader is familiar

DEALERS' ASSOCIATION MEETING.

Regular Quarterly Session Held at New Grand Hotel on Wednesday—President Storck Reports on Visit to Factories—Many Matters of Trade Interest Discussed—Next Meeting, November 9, 1910.

The regular quarterly meeting of the Eastern States Talking Machine Dealers' Association was held on Wednesday morning at the New Grand Hotel and, although the attendance was rather slim, owing to the holiday, some matters of great

that the full membership of the association will be in attendance.

It might be stated here that the privilege of joining in the discussions regarding the best methods of conducting a retail talking machine business and the benefits gained therefrom are well worth the cost of membership in the association and the time devoted to attending the meetings.

ANOTHER VICTORY FOR THE VICTOR DOG

Though the fame of the Victor dog has gone around the world, it seems there are other honors coming his way besides the celebrity accruing from being the best known trade-mark. The very much alive specimens of the canine species are now recognizing him as a friend and brother in the most approved dog fashion.

At the entrance of Sol Bloom's place on Fifth avenue, New York, is placed a plaster cast—familiar to the trade—of the Victor dog, so that it appears to be peeking around the corner and looking down the street. The other day a lady was strolling up the avenue with a cocky little Pommeranian in leash. As they approached Mr. Bloom's store the Pommeranian spied the Victor dog, and with a bound was up in front of the plaster animal, going through the usual performances, barking furiously and extending the "right hand of fellowship."

The mistress of the Pommeranian, beside herself with laughter, drew away her "own precious darling," but with the utmost difficulty and for a block her pet kept up a series of barks, dancing around energetically in his efforts to get back to the Victor trade-mark, who stood silent and stolid, indifferent to the fussy antics of his brother in the flesh, and on the old job of listening to "His Master's Voice."

VICTOR CO.'S ALPHABETICAL CATALOG.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 3, 1910.

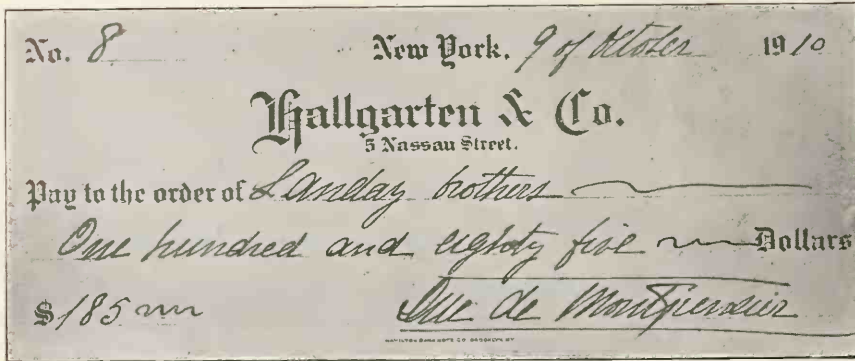
After an unavoidable delay, caused by the manufacturer holding them up for six weeks, the Victor Talking Machine Co., Camden, N. J., has forwarded the trade alphabetical and numerical catalogs, with thumb indices (something new). In connection therewith they say: "While these catalogs are not what we expected they would be, they are the best the manufacturer could turn out, and we assure you that the next ones, coming out November 1, will not only be cut properly, but will reach you within a reasonable date; that is, within a few days of November 1."

Subsequently the company sent out a special supplement for twelve double-faced Bohemian records by the Ceské Trio, z Praha, the famous Bohemian organization now touring America. These records were specially recorded to meet the growing demand for records of this class, and those who know tell us they are the best Bohemian instrumental records ever issued.

LIGHTNER OFF TO SOUTH AMERICA.

Charles Ferree Lightner, who represents the export department of the Victor Talking Machine Co., Camden, N. J., with headquarters in Buenos Ayres, Argentina, sailed for that part of the world again September 21, on the "Mauretania," of the Cunard line. Mr. Lightner has been home since August 3, and his departure for his foreign field of activity is in the nature of a surprise to many friends in the trade. His journey via Europe expedites reaching his destination by a week or more, going direct or traveling down the coast by the so-called American line that flies the British flag and is owned by European capitalists.

In the export department of the Columbia Phonograph Co., General, Edward N. Burns, general manager, said that Harry L. Marks, of the recording laboratory corps, who has been in Asia co-operating with J. H. Dorian, the Columbia's representative in that part of the world, obtaining Chinese, Japanese and other native records, had sailed from Hong Kong, China. He arrived in New York on October 5.



DUKE DE MONTPENSIER'S CHECK TO LANDAY BROS.

with. The Duke, who was stopping at the Hotel Knickerbocker, is en route to India, via San Francisco, on a hunting expedition, and, desiring to take along something in the form of musical entertainment to while away the tedium of the camp, purchased a Victrola XII, for ease of transportation, and a quantity of Red Seal records.

After sending to Landay Bros. for a Victor catalog from the hotel, the Duke called in person, selected the Victrola and the records, thanked Max Landay for the courtesy with which he had been treated and drew his check, a fac-simile of which is herewith reproduced, for the amount of the purchase. Max is now looking for the uncle of the Chinese Emperor to drop in any day, as the firm are now up on royalty stunts.

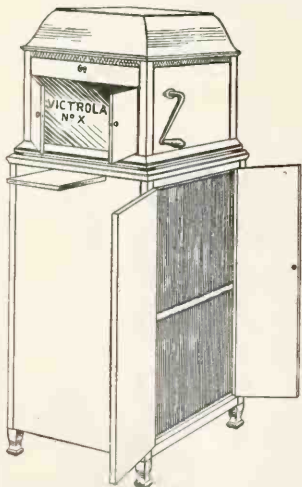
L. C. McChesney, advertising manager of the National Phonograph Co., returned September 21 from a trip to Detroit, Toronto and Montreal. Mr. McChesney speaks enthusiastically of the prospect of trade in Edison goods throughout the Dominion this fall and winter.

interest to the association were discussed at length and settled to the satisfaction of those present. The members were particularly interested in ways and means of providing for a system of relieving the dealer of a large surplus stock of records, which would be favorable to both the dealer and the manufacturer and yet would not inflict heavy loss on either party. Plans now in force or under consideration, while satisfactory in a general way, it was said, were rather confusing to the public and numerous suggestions were made by those present as to means for improvement.

President Storck, of the association, made a report as to what he accomplished upon his recent visits to the plants of the National and Victor Cos., wherein he stated that progress had been made and that the suggestions put forth in accordance with the resolutions passed by the association had received the consideration of the officials of both companies.

Following the final disposal of a number of routine matters, the meeting was adjourned until the second Wednesday in November in the hope

UDELL Cabinets for Victrolas No. 10 and No. 11



CABINET No. 451 3/4

Mahogany or Oak.

Holds 160 12-inch Disc Records. This Cabinet fits New No. X Victrola Box.

No sooner did we hear that The Victor Talking Machine Company had brought out Victrolas Nos. 10 and 11 than we made drawings and photos.

The point we want you to realize is that we have designed our Cabinets to harmonize perfectly with the Victrolas and have put rims around the top of the cabinets in which the Victrola can be set and it looks like one piece. Now Udell Cabinets for Disc Records can be had with 3 kinds of interiors, upright wooden partitions, 6 Discs to the partition; flat wooden shelves, 6 Discs to the division; upright cardboard divisions, 1 Disc to the division. We want you to write us for Blueprints and prices. Of course our line of Cabinets for Disc and Cylinder Records is very complete and you should have illustrations of every Udell Cabinet. This is the harvest time for Cabinet Sales and time spent in pushing Cabinets will result in fine profits.

rite while you read to

THE UDELL WORKS, Indianapolis, Indiana

LANDAY BROS.' NEW WINDOW FRONT.

Arrangements Consummated for Complete Remodeling of Premises, 400 Fifth Avenue.

An entirely new front is to replace the one on the building occupied by Landay Bros., 400 Fifth Avenue, New York. The architecture will be of an ornate character, yet along good lines. The interior will also be remodeled, rearranged to suit the business and handsomely refitted and decorated. Plate glass mirrors will line the hallway, and a beautiful stairway, after the style followed in the Cafe de l'Opera restaurant, this city, will be the piece de resistance of the rebuilt establishment. There will be no suspension of business while the changes are being made. At present each demonstrating booth in the place has an individual telephone, so that visitors are at liberty to make calls at their convenience while listening to the records. Other improvements will be added that will further contribute to the comfort and pleasure of customers. The space devoted to the executive offices will also be materially enlarged.

DEATH OF M. M. JOSLYN.

Superintendent of Stamping and Roll Department of Nipponophone Co., Tokyo, Japan, Passes Away in That City—J. C. Prescott, Manager of Company.

After a brief illness, Marshall M. Joslyn, superintendent of the stamping and roll department of the Nipponophone Co., manufacturers of machines and records, Tokyo, Japan, died in the general hospital at Yokohama, September 8, of cerebro-spinal meningitis. He had been stricken only four days and he received the best medical attention, but without avail.

The deceased had been in the employ of the Nipponophone Co. for nearly a year, having come from America for that purpose. He was about thirty-eight years old and is survived by a wife and son at Springfield, Mass. Mr. Joslyn was considered by the directors of his company as one of their most valued employes and his death is felt as a very big loss by them.

The body was cremated and shipped to his home in the United States, previous to which funeral services, according to the Masonic rites, of which order Mr. Joslyn was a member, were held on the day following his death. Mr. Joslyn was formerly in charge of the pressing plant of the American Record Co., defunct, at Springfield, Mass.

J. O. Prescott, also with the same company, as manager of the American Record Co.'s recording laboratory in New York, and one of the clever men of the business, is general manager of the Nipponophone Co., going to Japan a couple of years ago to assume that position.

THE "SIMPLEX" A HIT.

Judging from the manner in which the trade has taken to the "Simplex Needle Box" its success is a foregone conclusion. The S. B. Davega Co., who introduced the "Simplex," say: "Although our new Simplex needle box is now on the market but one month, it has met with a very cordial reception that has entirely exceeded our expectations. Over 90 per cent. of all the dealers to whom it has been shown have placed orders for it, and the orders received on the strength of samples requested in reply to our "ad" in The Talking Machine World are indeed very encouraging. We firmly believe that if the dealers use a little effort they can sell many dozens." Look up the "Simplex" ad in this issue.

The advance sale of the new Victrolas—X, XI and XIV—fully described and adequately illustrated in the September issue of The World, is reported to have more than trebled the original estimates. Since this announcement the distributors have been adding to their orders accordingly. Deliveries are said to be about due.

The Talking Machine Supply Co., 400 Fifth Avenue, New York, received this week a shipment of 25,000,000 needles from their German factory. Others will follow to meet the growing demand for this specialty of the company.

O'NEILL WITH DROOP & SONS CO.

Daniel O'Neill, late on the traveling staff of the Victor Talking Machine Co., Camden, N. J., has resigned to take charge of the talking machine department of the E. F. Droop & Sons Co., the leading music house of Washington, D. C.

GREETINGS FOR WESTERNERS.

Sunday night last the Hotel Knickerbocker, New York, witnessed a notable gathering of talking machine men, who called to pay their respects to L. C. Wiswell, manager of the talking machine department of Lyon & Healy, Chicago, and Lawrence H. Lucker, of the Minnesota Phonograph Co., Minneapolis, Minn., who were putting up there. The party included C. H. Wilson, general manager, and F. K. Dolbeer, sales manager, of the National Phonograph Co., Orange, N. J.; C. G. Child, manager of the recording laboratory, and George D. Ornstein, manager of the traveling staff of the Victor Talking Machine Co., Camden,

N. J.; O. A. Gressing, manager of the talking machine department of the Aeolian Co., New York; and Harry Macdonough, of the "talent." It was a pleasant evening all around and everybody present was a good "mixer."

BARKLOW RESIGNS.

B. R. Barklow, who has been with the National Phonograph Co., Orange, N. J., for a number of years, looking after the trade in the metropolitan district, has resigned. It is his intention, however, to stay in the trade, and he will probably "hook up" with the—well, that would be telling trade secrets.

The Aeolian Co., New York, are displaying a fine sample of the Victrola XVI, mahogany, in their beautifully remodeled show windows. It is a striking exhibit, alongside an elegant Weber grand in the same wood.

No one is safe who concludes his work for the unnecessary waste of energy. We should have force enough for what we need.

The Special Wanamaker Jobbing Service for the TALKING MACHINE TRADE

The Wanamaker Stores, by reason of their very large retail delivery, are able to offer unusually prompt service, without cost, to talking machine dealers in their neighborhoods. This includes a very large territory surrounding both the New York and Philadelphia Stores.

Edison Phonographs, Victor Talking Machines, also Records and Supplies, will be sold at wholesale and delivered direct to your place of business by the regular Wanamaker Wagon Service, if within the regular free delivery district of either store.

As contracts are necessary from dealers in Edison or Victor goods, they should be executed with us now, before the Fall business becomes too strenuous. A trial order will illustrate the benefit.

Quick service

No substitution

Open a charge account now.

JOHN WANAMAKER

Talking Machine Section

Astor Place
NEW YORK

City Hall Square
PHILADELPHIA



Get the
Exclusive
Columbia
Selling Rights



- LINA CAVALIERI**,
the world-famous dramatic soprano,
- CONSTANTINO**,
the celebrated Spanish tenor,
- BRONSKAJA**,
the famous Russian coloratura soprano,
- BONINSEGNA**,
the great Italian soprano,
- MARDONES**,
basso of the Boston Opera Company,
- BLANCHART**,
baritone of La Scala Theatre, Milan,
- BETTINA FREEMAN**,
the noted young American mezzo-soprano,
- CAMPANARI**,
baritone of the Metropolitan Opera,
- DAVID BISPHAM**,
the most distinguished vocal artist America has ever produced,
- DADDI**,
the celebrated operatic buffo tenor,
- TRENTINI**,
soprano of the Manhattan Opera,
- GINA CIAPARELLI**,
soprano of the Metropolitan Opera,
- TAURINO PARVIS**,
operatic tenor,
- MARCEL JOURNET**,
the operatic basso,
- KITTY CHEATHAM**,
interpreter of childhood's moods and songs,
- GEORGE STEHL**,
violin soloist,
- MARSHALL P. LUFISKY**,
flute soloist,
- CARL SCHUETZE**,
solo harpist of the Metropolitan Opera,
- HANS KRONOLD**,
the distinguished New York 'cellist,
- VICTOR SORLIN**,
'cello soloist,
- VESS L. OSSMAN**,
the "banjo king,"
- CHARLES D'ALMAINE**,
violin soloist,
- EMILIO MURILLO**,
the celebrator composer-pianist,
- VINCENT A. BUONO**,
cornetist,
- JULES LEVY**,
cornetist,
- KOCIAN**,
the famous Bohemian violinist,
- CHARLES A. PRINCE**,
conductor of Prince's Band,
- MRS. HOLT**,
contralto,
- INEZ BARBOUR**,
soprano,
- REED MILLER**,
concert tenor,
- MERLE TILLOTSON**,
contralto,
- WILLIAM McDONALD**,
"The Wandering Blacksmith,"
- FRANK COOMBS**,
counter-tenor,
- HENRY BURR**,
the foremost of all popular tenor record singers,
- FRANK C. STANLEY**,
the equally popular baritone,
- HARVEY HINDERMEYER**,
the well-known concert tenor,
- CARROL CLARK**,
singer of plantation melodies,

JOHN YOUNG,
the prominent New York tenor,
ADA JONES,
the best-known popular soprano in America.
FREDERICK V. BOWERS,
the vaudeville baritone,
HARRY TALLY,
tenor,
COLLINS AND HARLAN,
the inimitable comedy team,
HARRISON AND ANTHONY,
whose sacred duets have no equal in recorded music,
GYPSY SMITH,
the world's greatest evangelist,
ARCHIBALD BROTHERS QUARTETTE,
the best-balanced organization of its kind,
BERT WILLIAMS,
the world-famous comedian,
RAYMOND HITCHCOCK,
whose song-monologues are in a class by themselves,
GRACE LA RUE
light opera comedienne,
GEORGE LASHWOOD,
"The Vaudeville Beau Brummel,"
LEW DOCKSTADER,
the cleverest minstrel in the country,
CAL STEWART,
the inimitable "Uncle Josh,"
GEORGE P. WATSON,
singer of yodel songs,
EDGAR L. DAVENPORT,
dramatic reciter,
ED. MORTON,
vaudeville baritone,
WALTER VAN BRUNT,
popular-song tenor,
BILLY MURRAY,
BOB ROBERTS,
ED. M. FAVOR,
ALBERT CAMPBELL,
HARRY FAY,
FRED DUPREZ,
WILL F. DENNY,
BILLY GOLDEN,
JACK CHARMAN,
JOSIE SADLER,
STEVE PORTER,
LEN SPENCER,
ELISE STEVENSON,
SANDY SHAW,
FREDERICK WHEELER,
ALAN TURNER,
FREDERICK WELD,
G. C. JELL,
JOHN BARDSLEY,
CLAUDE CUNNINGHAM,
HORATIA CONNELL,
FRANCIS ROGERS,
LUCY MARSH,
W. FRANCIS FIRTH,
FREDERICK MARTIN,
CORINNE MORGAN,
DANIEL and PETER WYPER,
the well-known English accordion soloists,
JEAN SCHWILLER,
'cellist
THOMAS MILLS,
xylophone soloist,
EDWARD F. RUBSAM,
orchestra bells soloist,
And Many Others!



Most of these
Columbia
"headliners"
are *exclusive*
Columbia
artists



GEO. W. LYLE DISCUSSES SITUATION

Upon Return from Extended Western Trip—
Reports Business Conditions to Be Most Re-
assuring—The Growth of the Columbia Co.
Business—Policy of Exclusive Selling Rights.



GEO. W. LYLE.

George W. Lyle, general manager of the Columbia Phonograph Co., returned recently from a trip to the Pacific Coast, during which he visited all the principal cities of the country, including Pittsburg, Chicago, Minneapolis, Livingston, Mont.; Spokane, Seattle, Portland, San Francisco, Los Angeles, Salt Lake City, Denver, Kansas City and St. Louis.

In an interview with The World Mr. Lyle said: "Business was most assuring. Pretty good business is general everywhere. The graphophone business is a lot better than pretty good. The confidence of the trade in the future of a high grade instrument is most encouraging, and the prospects were never more promising."

Mr. Lyle stated that the Columbia business so far this season has been remarkable; in fact, even now, so early in the fall, the Columbia output is no less than 90 per cent. ahead of the corresponding period of last year—and with an average of 112 new Columbia dealers stocking up every month, and established dealers confidently re-ordering, a shortage of product may be inevitable a little later on, and the dealer who looks ahead over six weeks should get out his order book. Mr. Lyle said that in spite of increased facilities at the Columbia factories and a large addition to their mechanical force, this possibility of shortage is unavoidable, which means that dealers who delay ordering their middle-winter stock will be right up against it. "Dealers have come to realize," said Mr. Lyle,

"that to work the business thoroughly they must have a complete stock—not necessarily a heavy one—in order to be prepared at least for the business that comes to their doors. I might mention that a good deal of business will walk into Columbia doors this coming season. Our widespread advertising is having a decided influence, and as the

lines will be spread out yet further, it is difficult to estimate the outside limit of the coming increase.

"The working out of the Columbia policy of exclusive selling rights, which forms such a prominent feature of the Columbia trade paper advertising, has been very much before my notice on this trip. Our dealers are most enthusiastic in expressing themselves on this phase of the Columbia policy—especially so in the case of those dealers who have been signed up with us some time.

"They appreciate the fact that the capital and energy they have devoted to working up and developing their territory is secure from the ever-ready claim-jumper. They can go to sleep at night without any thought of waking up in the morning and finding a new competitor opening up with the same line of goods and planning to build on the foundation they have established. Columbia exclusive selling rights are proving more and more a real tangible inducement to responsible business-like dealers. Its endorsement as a Columbia policy has been exactly what we predicted to ourselves and to the trade.

"Outside of the Columbia exclusive selling rights offer, the question before the dealer is just this: Big business is going to be done this season. Is he going to be certain of doing his share by getting his stock in early, or will he take put luck? You can depend on our doing our utmost to take care of our dealers' orders, but there never was a time when promptness in ordering could be made to earn more certain profit."

No man is as stupid as he who is unsuccessful and stubbornly persists in holding to the methods that make him so, refusing to try up-to-date methods because he "does not believe in them."

SAVE 33 $\frac{1}{3}$ % ON CABINETS

Entire Stock of the Herzog Art Furniture Co. Closed out to Neal, Clark & Neal Co., Buffalo

Dealers can greatly increase their record sales and thus increase their profits by selling each of their customers a cabinet on the \$1 per week plan. Sell cabinet at cost if necessary. Your customers will call weekly to pay and will begin to buy records again because they have a place to put them. Hundreds of dealers are making money this way. Why not you? All cabinets are mahogany finish except No. 724.

Cabinets hold following records: No. 700, 100; No. 701, 96; No. 704, 120; No. 714, 216; No. 718, 252; No. 724, 215; No. 703, 100; No. 702, 120; No. 706, 150; No. 715, 150; No. 719, 150; No. 712, 216; No. 713, 216; No. 717, 252; No. 720, 294; No. 722, 294; No. 708, 150; No. 707, 150.

							
No. 700. Dealers, \$7.25 Per 10.. 4.83 " 5.. 5.25 " 2.. 5.80	No. 703. Dealers, \$7.25 Per 10.. 4.83 " 5.. 5.25 " 2.. 5.80	No. 702. Dealers, \$8.75 Per 10.. 5.83 " 5.. 6.37 " 2.. 7.00	No. 704. Dealers, \$8.75 Per 10.. 5.83 " 5.. 6.37 " 2.. 7.00	No. 706. Dealers, \$10.00 Per 10.. 6.67 " 5.. 7.25 " 2.. 8.00	No. 708. Dealers, \$10.00 Per 10.. 6.67 " 5.. 7.25 " 2.. 8.00	No. 707. Dealers, \$15.75 Per 10.. 9.17 " 5.. 9.97 " 1.. 11.00	No. 715. Dealers, \$12.50 Per 10.. 8.33 " 5.. 9.06 " 1.. 10.00
							
No. 713. Dealers, \$17.00 Per 10.. 11.33 " 5.. 12.33 " 1.. 13.60	No. 714. Dealers, \$13.00 Per 10.. 8.67 " 5.. 9.43 " 1.. 10.40	No. 716. Dealers, \$14.00 Per 10.. 9.33 " 5.. 10.25 " 1.. 11.20	No. 724. Dealers, \$23.50 Per 5.. \$17.04 Per 10.. 15.67 " 1.. 18.80	No. 717. Dealers, \$20.75 Per 10.. 13.83 " 5.. 15.04 " 1.. 16.60	No. 718. Dealers, \$15.50 Per 10.. 10.33 " 5.. 11.24 " 1.. 12.40	No. 701. Dealers, \$5.50 Per 10.. 3.67 " 5.. 3.98 " 2.. 4.40	
							
No. 720. Dealers, \$18.00 Per 10.. 12.00 " 5.. 13.05 " 1.. 14.40	No. 712. Dealers, \$12.25 Per 10.. 8.16 " 5.. 8.90 " 1.. 9.80	No. 722. Dealers, \$19.50 Per 10.. 13.00 " 5.. 14.14 " 1.. 15.60	No. 719. Dealers, \$15.00 Per 10.. 10.00 " 5.. 10.87 " 1.. 12.00	No. 719. Dealers, \$15.00 Per 10.. 10.00 " 5.. 10.87 " 1.. 12.00			

Neal, Clark & Neal Co.

643-645 Main St., BUFFALO, N.Y., 632-634-636 Washington St.

EDISON and VICTOR JOBBERS

TIMELY TALKS ON TIMELY TOPICS

Another leading—in fact, one of the most prominent—piano firms in New York City may shortly follow the excellent example of the Aeolian Co. and put in a line of talking machines. The matter has doubtless been seriously considered for some time and has about reached that stage where the salesman of the manufacturer of the records and machines in question has his fountain pen in hand ready to write the order. When it is entered it will represent a good round sum, and the gentleman who landed the prize may be warmly congratulated on his finesse and success as a gilt-edge crackjacked in his line.

This house is especially favorable in their location, and when a sample of the talking machine company's high-price line is displayed in the window it will compare very handsomely with the choice products of the piano maker's art standing alongside. It may also be added that just what

For Sale Quick at a Bargain.

Three Universal Edison Business Phonographs, 1 Spring motor Edison Business Phonograph, 1 Edison hand-power shaving machine. All have been used for demonstrating purposes except spring motor machine. Address "W. M. G.," care Talking Machine World, 1 Madison avenue, New York.

Will Exchange.

300 Amberol Records, 1,900 2-minute Edison Records; no cut-outs; 900 single Disc Victor Records; one Edison Triumph Machine; 4 Edison Home Machines. The lot or half of the lot for exchange on any type of Victor machines for Victor I to Victrola XVI. or Aux-e-to-phone direct current, or willing to exchange same lot for any of the late types of Columbia Disc machines from the BN to Grafonola. We guarantee these goods to be in first-class shape. If interested address "EXCHANGE," care of Talking Machine World, 1 Madison Ave., New York City.

Experienced Man Wanted.

Experienced small goods and phonograph man for retail store in Middle West town of 45,000. Must be good salesman and come well recommended. "P. C. R.," care Talking Machine World, 1 Madison avenue, New York City.

Stock Keeper Wanted.

Stock Keeper Wanted—Young man to take charge of Victor Record stock. Proper reward for good service. John Wanamaker, New York City.

Open For a Position.

I am open for a position as a salesman or manager with a foreign or domestic firm; thoroughly acquainted with all jobbers and dealers east of the Mississippi; 12 years' experience. Address Salesman or Manager, care Talking Machine World, 1 Madison avenue, New York City.

A Great Business Opportunity

Edison dealer in large Western town, having a fine retail trade desires to retire from business on account of outside matters. A splendid opportunity for one or two young men to secure an established business on a very satisfactory basis. A special discount of 20% will be allowed on inventory list. Do not miss this opportunity. Write and obtain particulars.

Address W. A. M., care The Talking Machine World, 1 Madison Avenue, New York.

space will be assigned to the new department is now under consideration. They have not only plenty of room, but the kind that will lend itself kindly to the display of talking machines and the installation of several liberal size demonstrating booths. As the assistant manager of Wanamaker's talking machine department truly said the other day: "I believe the time will come when every first-class piano house will have a full-fledged annex of this kind. The talking machine line is not only a very pleasing and satisfactory one to handle, but also profitable besides."

The departure of Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, for England, last week, as reported elsewhere in the news columns of The World, arouses interest again in the copyright question from the British point of view. The American record manufacturers are directly concerned in legislation bearing on copyright matters in every country of the world, and especially when the laws of the English-speaking people have a bearing. As stated, the copyright bill prepared to be introduced into Parliament when it convenes is inimical to the makers of records, hence the anxiety relative to its ultimate enactment in its present form.

As will be recalled, Frank L. Dyer, president of the National Phonograph Co., Orange, N. J., appeared before the British Board of Trade in July of last year to give his views of the copyright situation from the standpoint of the American talking machine trade. As reported in The World on his return, Mr. Dyer was satisfied the Copyright Committee of the Board of Trade were antagonistic to the interests of the business of which he is so distinguished a representative. E. Trevor Williams, president of the Gramophone Co., London, was a member of the committee itself, and while signing the report with his colleagues, some of the most eminent men in Great Britain, ventured to "dissent from some of their conclusions," and made a supplementary statement in connection therewith. Among other questions considered by Mr. Williams, he conceded "that the authors of musical works should have protection against the adaptation of their works to instruments which can reproduce them mechanically," but submitted that the "vested interests involved can only be properly or even adequately preserved under any new legislation . . . by providing for some form of compulsory license for the future." In the new bill favored by the British Government no provision is made for compulsory license of royalty charge, and therefore Mr. Cromelin is now in London to look after this serious omission or fault, if you please, which is a grave injustice to the trade.

SUCCESS OF THE EDISON DISPLAY

At the Boston Mechanics' Exhibition—Seating Capacity of the Booth Taxed at All Times—Those in Charge—Numerous Trade Visitors—Local Jobbers Interested.

(Special to The Talking Machine World.)

Boston, Mass., Oct. 11, 1910.

The display of the National Phonograph Co., in connection with the exhibit of Edison Laboratory Products at the Boston Mechanics' Exhibition, which opened on October 1, is proving one of the most successful features of the exhibition. The arrangement of the booth, which was illustrated and described at length in last month's World, could hardly be improved upon, and the displays of moving pictures and demonstrations of the phonograph alternating serve to tax the seating capacity of the booth, given at 300, to its capacity throughout the hours during which the show is open.

In response to invitations sent out to the New England trade by the National Co., and several of the local jobbers, a large number of dealers have attended the exhibit and have been enthusiastic in their praise of the method of attracting the attention of the public to the Edison products.

H. R. Skelton, their indefatigable worker in the East, is managing the exposition, and the best evidence of its success is the actual sales transacted in the hall.

Two local Edison jobbers affiliated with the display are the Linscott Sporting Goods Co. (formerly the Boston Cycle & Sundry Co.) and the Iver Johnson Co. The Linscott Sporting Goods Co., under the direction of Charles R. Cooper, manager, have fitted up an elegant apartment and are running hourly concerts. F. S. Boyd, the I. J. talking machine manager, has charge of their exhibit. Both concerns report retail sales as well as wholesale bookings.

Manager Skelton is certainly the busiest of the busy, being on the floor at 8.30 and remaining there till 11 at night. He is handling the public with great skill, and the exposition itself, plus the many sales made, stamps this the most successful exhibit ever held for the promotion of Edison products.

SONORA

The Instrument of Quality

Highest Talking and Class Machines Records



Style B.

In Sonora Talking Machines there is embodied every desirable feature that is known in the construction, the appearance, and the tone that any market's best product presents—then, there are many which are distinctively Sonora's own, and which help to remove the phonograph from being the toy that it once was. At other times, we have enumerated Sonora's various special features in these columns—and we shall again—but today let us point mainly to the Tone Moderator—a simple, unobtrusive contrivance which has endeared itself to everyone who owns a machine thus equipped. All our instruments from \$50. up have that attachment.

Sonora Machines list at \$25, \$40, \$50, \$60, \$75, \$100, \$200, and every style represents surprising value.

Record Stands and Cabinets at \$10, \$30, \$50.

And as to deliveries, Mr. Dealer,—Just make a noise like an order, and watch the echo—from

Sonora Phonograph Co.
78 Reade Street, New York

**“The one complete line” includes
the only cylinder line worth while:
Columbia Indestructible Records—
2-minute and 4-minute.**



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

PROMINENT WESTERN VISITORS.

L. C. Wiswell and L. H. Lucker Call on Local Jobbers and Visit National and Victor Factories—Report Excellent Business.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, Chicago, and Lawrence H. Lucker, head of the Minnesota Phonograph Co., Minneapolis, Minn., were among the trade visitors to the metropolis this week. They visited the factory of the National Phonograph Co. in Orange, N. J., on Monday and, after calling upon J. N. Blackman and other New York jobbers, left for Camden on Tuesday to call at the Victor Co. factory.

Both Mr. Lucker and Mr. Wiswell expressed themselves as being well satisfied with the present condition of their trade and were decidedly enthusiastic regarding the outlook for the coming months. The new Victrola models and the propositions offered to the public by the National Co. are stimulating talking machine business in great shape in the West.

Previous to starting from New York for home, on the 11th inst., Mr. Lucker said to *The World*: “Both Mr. Wiswell and myself came East purposely to see about getting more goods from both the National and Victor Cos., and you know we visited each of the factories. Neither Lyon & Healy nor the Minnesota Phonograph Co. are obtaining what we want, particularly for the holiday trade. The Victrolas are selling so fast that our company are unable to keep up with orders. Notwithstanding I had already placed a good order with the Victor Co. my stock is fading away, and when in Camden I ordered 200 Victrolas more and I expect a carload next week. The Victor plant is simply overwhelmed with business, and while Mr. Geissler was offered some very handsome Victrola orders if he would give them the preference or guarantee their delivery, he declined to accept them, stating as his reason that the company would treat everybody alike as regards shipments and would play no favorites.

“Our business,” continued Mr. Lucker, “is now starting up and I feel assured it will be excellent from now on. In fact, in my conversation with other jobbers they all say trade is opening up in fine shape and no fear need be felt as to the outcome of the holiday sales. We have had poor crops in Minnesota, but, notwithstanding, this will not affect our business. The awful fires in the northern part of the State will not influence either. While the immense tracts of timber have been burned off, very few people lived in the tract destroyed.

“Incidentally I may mention that our company is getting to be quite a matrimonial bureau. Three of our men are about to be married—that is to say, on the 18th of this month. The three lucky fellows are Ralph Croluis, business manager of the phonograph department; Emil Steinmitz and Milton Lowy. February next my brother and partner, William A. Lucker, also becomes a benedict. Why don't I follow suit? Well, I cannot find any body. My mother and sister were in New

York a couple of weeks ago and they had a very enjoyable time, and in great measure I am indebted to Max Landay for extending them not a few courtesies.

“I leave to-night for the West, picking up Mr. Wiswell in Philadelphia, and we will travel together. I will also stop in Pittsburg and Chicago, visit Lawrence McGreal in Milwaukee and then home.”

BAGSHAW, THE NEEDLE INVENTOR.

Established Present Business in 1870 and Has Steadily Forged to the Front—How He Started to Make Talking Machine Needles.

(Special to *The Talking Machine World*.)

Lowell, Mass., Oct. 9, 1910.

Herewith appears an excellent likeness of the late W. H. Bagshaw, who in 1870 established the



W. H. BAGSHAW.

needle business bearing his name. Not only is he reputed to be the first maker of disc talking machine needles in the world, but the present executives claim that the house of Bagshaw is now and always has been the largest manufacturer.

To have the honor of making the first needles in the trade is indeed worthy of comment. At the very beginning of the talking machine industry the late W. H. Bagshaw received an order for a peculiar kind of needle from a man who refused to divulge what he wanted to use it for. Although handicapped by the lack of this information, he created a needle that answered the buyer's purpose, and while ordered in immense quantities for that time, same would be considered but small orders now. After a lapse of about a year, when talking machines began to be known, the late Mr. Bagshaw discovered for what purpose his needles

were being used, and by making a study of conditions so perfected a needle that with minor changes is being sold all over the world to-day.

Mr. Bagshaw's business developed with the trade, not only in magnitude but with the many needle varieties that are required for the successful interpretation of the many kinds of talking machine subjects. In fact, all styles, shapes and sizes are made, with no order being too small to have careful attention and no order too large for the facilities of their plant.

THE PLEASURE OF WORK.

Some Views of H. G. Selfridge on This Subject—Most Interesting of Games to Play—Well Worth While.

“Business is by far the most interesting game that we can play, unless, indeed, the game of life is considered, in which case business forms only a part, but a most important part of that greater game of life. “Sir Thomas Lipton has in his office a caption: ‘The greatest fun is work’; and I myself thoroughly agree with this sentiment if the work is accompanied by thought and interest.

“Life should certainly be given up to some accomplishment, and without it, it really becomes a serious question as to whether Mr. Mallock's ‘Is life worth living?’ should be answered in the positive or not. But with an object with a well thought out, intelligent, carefully planned object sufficiently far ahead so that one cannot overtake it too quickly, with the daily progress toward the accomplishment of this object imminent, then as this object gets nearer, with the ability to replace the target farther away, and again strive to reach it—with all these things as the daily occupation of the mind and body, life certainly is worth living.

“It would have been a much simpler thing for me to have remained a retired business man than to have come to London to play this game, but in one case life would have been extremely prosaic, while on the other hand it is filled with interest, excitement and pleasure, and I may say with a carefully thought out plan daily reaching nearer its object.”

A successful business man thinks out his business and then works out his thoughts. He does not sit down and wait for business to come to him, but thinks and devises means by which to draw trade. He is constantly planning and scheming to attract people to his store, and is also on the lookout for up-to-date methods in advertising, in selling goods, in store system, and in everything that will assist him to satisfy his customers and get results.

The ideal long entertained by the talking machine trade has been realized.

THE PERMANENT JEWEL NEEDLE

A permanent disc needle has been invented, patented, and is ready for the market.

For All Disc Talking Machines

NOT AN EXPERIMENT—THOROUGHLY TESTED

Protected by U. S. Patents

No more changing of Needles. No sharpening. No bother. Simply insert the Shank in the Needle Arm. That's all! But the permanency is only one feature of this remarkable Needle.

It does not wear the record.

It secures perfect reproductions.

It gets a full, round, beautiful tone.

Made in loud, soft and medium tone. The soft tone Needle, in particular, is a revelation. It gets the full efficiency of the voices of the great singers, with the volume modified for the home. It's the artist's Needle. The medium and loud tone Needles are equally meritorious.

There are big sales opportunities in this Needle.

Every owner of a talking machine in your section will want a Permanent Jewel the minute he hears it. Some will buy three—loud, medium and soft.

Be a progressive and stock these Needles Now.

RETAIL PRICE, \$2 EACH

Subject to Regular Trade Discount

Every owner of a disc machine in your section will want one on sight (and hearing).

THE
**PERMANENT NEEDLE
SALES CO.**

14 State St.

Chicago, Ill.

The Permanent Jewel needle consists of a small, highly polished garnet firmly set in a metal shank.

LYON & HEALY'S TALKING MACHINE SALESROOMS

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 8, 1910.

Frequent references have been made in this paper to the enlarged, remodeled and redecorated talking machine salesrooms of Lyon & Healy, which, with Victor Hall, now occupy the entire Adams street side of the big store, and in the two

It should be emphasized that these extensive quarters are devoted entirely to machine sales. The record department, with its twelve spacious testing rooms, is being located on the fifth floor. The machine salesrooms, therefore, in addition to their artistic beauty, claim distinction on account of the space occupied. Figuring in Victor Hall,



VIEW OF LYON & HEALY'S NEW RETAIL MACHINE SALESROOMS.

months since they were completed many visiting dealers have admired their artistic beauty and the perfection of their appointments.

This month it is possible to reproduce several photographs which, while they give some idea of the arrangement and the design of the decorations, fail, of course, to convey any conception of the artistic effect arising from the exquisite color scheme.

which is a vital factor in the sale of machines and can be instantly converted into a salesroom, something that is usually done in the busy holiday season, this department covers about three thousand feet of floor space.

Five years ago there was but one very small salesroom in addition to Victor Hall. Now, although the recital hall has been enlarged by a third, there are five commodious rooms, permit-



LYON & HEALY'S RETAIL MACHINE SALES DEPARTMENT—VICTOR HALL.

ting the caring for of a number of customers simultaneously and to excellent advantage. These rooms are connected by folding glass doors and can therefore be thrown practically into one, as shown in the illustration, or can be closed off, enabling the salesman to wait on his customers undisturbed by groups in adjoining rooms. When thus closed off the rooms are sound proof.

The whole decorative scheme, distinctly art nouveau, is simply superb in plan and treatment. The walls and ceiling are treated throughout in varying shades of browns and tans. Any tendency to monotony is relieved by the warm and yet subdued colors of the friezes and dados which, while original in design, are somewhat suggestive of the Egyptian in effect. The beautiful draperies harmonize exquisitely with the general scheme, and were especially designed and made by one of the most celebrated houses in the country. The woodwork is of antique oak, with chairs and settees to match. The hardwood floors are covered with rugs in quiet brown tones.

The whole effect is indescribably rich and artistic, without being in the least ostentatious. The homelikeness of the "parlors," a term one feels constrained to use in speaking of the salesrooms, is very marked. There is no glaring display of color anywhere, yet there is not the slightest suggestion of sombreness. The effect is at once cheerful, soothing and restful. Clusters of tungsten lamps spread a softened radiance over all. The air is kept pure by ventilators in the ceiling, through which the impure air is drawn by means of concealed fans.

The scene in Victor Hall is a typical one, observable almost any hour in the day. In the morning Edison concerts are given, while the Victor recitals commence at 12 m. and continue until 5 p. m., with ten minute intermissions. The concerts last fifty minutes, a different program being rendered each hour during the day. The programs for the entire day are printed in a handsome booklet. While operatic and classical music predominate in these concerts, there is a liberal sprinkling of the popular. There is no question but that Victor Hall has been largely instrumental in building up Lyon & Healy's immense local retail business, and has been the means of interesting many people in the better class of music. An unique feature of the recitals, which never fails to elicit applause from the audiences, is the occasional playing of an accompaniment on a grand piano to Caruso, or one of the other Red Seal artists, by Mr. Russell, who has charge of the concert room.

Passing through Victor Hall one enters a room devoted to the I. C. S. language course and Edison machines. Adjoining is another Edison room, where Amberolas are shown, and it is in this room which appears in the foreground of the photograph giving a general view of the salesroom. Then follow three Victor rooms, the last one being devoted entirely to Victrolas, the beautiful instruments being displayed in all the different styles and finishes.

Mr. Wiswell, who is the manager of the Lyon & Healy talking machine department, Mr. Vacey, who has charge of the retail machine sales, and his assistant, Mr. Otto, are all very enthusiastic regarding the new salesrooms and the effect of the artistic surroundings and the remarkable display of goods, on the minds of prospective patrons.

NEW SONORA CATALOG.

The catalog of the Sonora Phonograph Co., 78 Reade street, New York, illustrates and describes their full line of records and machines, together with motors, needles, stands, cabinets and other accessories. The styles presented are O and P, A, B, C and D, F and G, each a separate cabinet design in various woods and finishes. A detailed description of the mechanical parts, an interesting statement in itself, is also supplied. The records, of which a complete list is now being prepared for the trade, are the vertical cut, with the sapphire as the reproducing point, the musical results being considered not only pleasing by experts, but, as the company's trade-mark says, "clear as a bell."

Columbia Grafonolas and Columbia Grand Opera Records make the surest possible combination to fill up the blank pages in your bank book.



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

NEW CONCERN IN DETROIT.

Henry S. Doran Phonograph Co., Recently Incorporated to Act as Distributors in Michigan for U. S. Phonograph Co.

(Special to The Talking Machine World.)

Detroit, Mich., Oct. 11, 1910.

The Henry S. Doran Phonograph Co. has been incorporated with a capital of \$20,000, of which \$10,000 is paid in. The officers are: President, Henry S. Doran; vice-president, Bruce Carpenter; secretary and treasurer, Charles A. Bush; general manager, James J. Bennett. The foregoing, with John C. Garvey, James Carmichael and James J. Bennett, are the directors. The Doran Phonograph Co. recently purchased the entire stock of the Mazer Phonograph Co. on Michigan avenue, and will conduct an exclusive talking machine business at the same location.

The Doran Phonograph Co. will in the future be the distributing agents in Michigan for the United States Phonograph Co., of Cleveland, and it will also handle all standard machines and records.

Mr. Bennett and Mr. Carpenter have long been identified with the talking machine trade as salesmen with the American Phonograph Co. Mr. Bennett will personally look after the trade in the State, and expects to make a trip in a short time to appoint agents to handle their line of talking machines.

NEW RECORD COMPANY IN NEW YORK.

Imperial Record Co., New York, to Market an Indestructible Cylinder Record to Retail for Fifteen Cents—Plant Now in Operation.

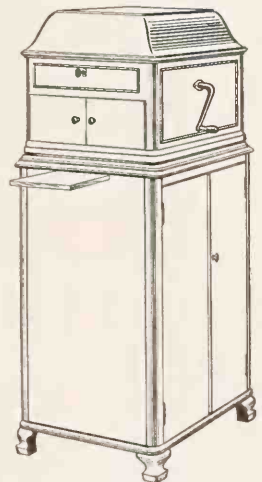
Another arrival in the field is the Imperial Record Co., New York, who propose putting on the market an indestructible cylinder record, which it is proposed to retail for fifteen cents. They will not make a machine. George Emerson, formerly connected with the recording laboratory of the Columbia Phonograph Co., and a brother of Victor H. Emerson, the manager of the latter department, with I. H. Whitman, at one time interested in the Cameraphone Co., a synchronous moving picture proposition, now defunct, are officers of the Imperial Co. Mr. Emerson was also associated with Mr. Whitman in the same enterprise. A recording and manufacturing plant is now in operation. It is also proposed to issue a list of six records weekly, confined to popular selections, and the records will be ready for delivery within four days of completing the master.

Industry and commerce are simply supplying one another's wants or needs, and it does not consist in getting all you can and in giving as little as possible in return, which is dishonest because it is unscientific, and unscientific because it is dishonest.

TWO NEW UDELL CABINETS.

Designed to Hold the New Styles X and XI Victrolas—Finished in Either Mahogany or Oak, and with Special Rim on Top.

With their customary progressiveness, the Udell Works, Indianapolis, Ind., have announced two new record cabinet numbers, 451½ and 442, designed to hold the new Victrolas X and XI and to harmonize perfectly with the casework of those machines. The cabinet illustrated herewith



NEW UDELL STYLE 442.

is No. 442. It comes in either mahogany or oak and has a capacity of 100 12-inch disc records. There is a rim around the top of the cabinet within which the machine case fits perfectly, making both machine and record cabinet look like one piece. This new announcement of the Udell Works, coming as it does at practically the same time that the new Victrola is placed on the market, will be greatly appreciated by progressive dealers, who are already familiar with the undisputed merit of the Udell line of cabinets.

The Frisbee Piano House, Wilkes-Barre, Pa., is a new Columbia dealer and has placed a substantial order for the entire line.

Another new Columbia dealer is Samuel Nitinger, Philadelphia, Pa.



LYON & HEALY'S RETAIL MACHINE SALES DEPARTMENT—THE VICTROLA ROOM.

WHY DON'T YOU USE LABELS

on every article going out of your store? Then you'll get repeat orders. It's worth doing when we sell

2,000 2x1 in. Gummed Labels printed to order, blue ink, red border, **\$1.20**

Delivered postpaid. Cash with order:

Write for Style Folder showing 413 Label Sizes and Styles

O. K. LABEL CO.

Room 1012 178a Tremont St., Boston, Mas.

FROM OUR CHICAGO HEADQUARTERS

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

Volume of September Business Satisfactory to Chicago Jobbers and Dealers—Some Large Deals Put Through—Active Preparations for Heavy Holiday Trade—New Styles of Victrolas Make a Hit with Western Trade—Recent Visitors of Note—What the Representatives of the Manufacturers Report—Geo. H. White Invents New Stringed Horn—News of the Travelers—Lyon & Healy Record Cabinets Prove Popular—Recital Hall for Wurlitzer Co.—Changes Among Managers and Salesmen—A Jobbers' Association Announcement—Uses 'Phone to Demonstrate Records—Aeolian Co. Department a Scene of Activity—Summary of the Month's Trade News.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 8, 1910.

September gave a decidedly satisfactory account of itself from the viewpoint of Chicago jobbers. In a couple of instances it is reported to have been a record breaker for the first Fall month. This was possibly owing in great measure to individual deals of particularly noticeable size, to the placing of orders by some of the more important accounts carried by Chicago jobbers and established within the past year, and to incursions into territory not hitherto cultivated with especial earnestness by the local houses. Nevertheless it also reflects a good, brisk demand from practically all the middle western States, which constitute the principal boundary of the Chicago jobbers.

The dealers in the smaller towns and cities while not, as a rule, placing heavy stock orders, are at the same time buying with a frequency that shows they are having a good business, and a growing tendency to anticipate their wants is noted.

September a Good Month.

Business has been growing steadily in strength and volume since the first of September. The second half of last month was immeasurably better than the first, and October is showing a still further quickening of trade. Local retail business is characterized in most quarters as good. It has developed particularly in the past fortnight and the showing made by several of the leading houses so early in the season is taken to be indicative of particularly good things later on. Everyone is looking for a great holiday trade and preparations are making for it.

New Victrolas Please Trade.

The announcement of the three new Victrola styles by the Victor Co. has been the subject of extended comment in the trade, and that heard by your representative has been invariably of the most favorable nature. According to the jobbers, dealers have already shown their interest by the placing of orders for the new types, reaching large numbers in the aggregate. The commencement of shipments is eagerly awaited. Advices received within the past day or two are to the effect that limited shipments of the X and XI will be made by October 15, and of the XIV by November 1.

Naturally the effect of the new machines on the other Victor types is a matter of interested discussion. That it will be very easy to work up a large proportion of retail customers from the Victor IV \$60 outfit and the Victor V outfits to the Victrola X (\$75) and the Victrola XI (\$100) is generally believed. The Victrola XI is expected to very largely replace the Victor VI.

The Victrola XIV at \$150 will, it is believed, find awaiting for it a good patronage from people who have not heretofore been Victrola buyers, but at the same time the general opinion seems to be that it will not materially affect the Victrola XI styles.

Philip T. Clay a Visitor.

Philip T. Clay, of Sherman, Clay & Co., the great Pacific Coast Victor distributors, spent a day in Chicago last week on his return from the East, where he went in the interest of the great World's Fair to be held in 1915, in celebration of the com-

pletion of the Panama Canal. New Orleans and Frisco are rival claimants for the great exposition, but Mr. Clay, who is the chairman of the Frisco organization, is very confident that the Coast city will secure the plum.

Wiley B. Allen Co. Manager on Tour.

James G. Black, treasurer of the Wiley B. Allen Co., of San Francisco, and manager of the company's talking machine department, spent several days in Chicago recently. He was on his return from an eastern trip. He says that business is steadily improving in Frisco and that the outlook is for an excellent business in both pianos and talking machines. The company do an immense talking machine business from their San Francisco store and various branches in Coast cities.

Edison Jobbers Enthusiastic.

Edison jobbers are very enthusiastic over the new O reproducer. The demand for the Triumph machine, equipped with the O reproducer and the wooden Cygnet horn, is considered one of the most attractive outfits ever placed on the market by the National Co., and the approval of the dealers is being manifested in a very practical way.

Judging from reports that reach Chicago, quite a number of Edison jobbers all over the West are taking advantage of the National Co.'s liberal offer to provide at a nominal charge a specially made wagon equipped for carrying a stock of Edison machines and records and are using the same to excellent advantage, especially in working the country trade. The Amberola, from all reports, is steadily advancing in popularity. Dealers who have taken pains to exploit the Amberola to the best class of their trade are evidently reaping the full results of their enterprise.

Distinguished Columbia Visitors.

President E. D. Easton and General Manager George W. Lyle, of the Columbia Phonograph Co., were visitors at the Chicago office of the company on Thursday and Friday of last week, returning to New York on Friday evening. They were both very enthusiastic regarding the trade outlook from the Columbia viewpoint. They stated that the business showed an improvement for the first nine months of the year of 60 per cent, as compared with the corresponding period of 1909, while September made a gain of 70 per cent.

The new list of Symphony grand opera records are meeting with remarkable success. The Chicago office is having difficulty in supplying the demand from this territory for the Columbia concealed horn machines. The library table type is proving a phenomenal seller in Chicago, as elsewhere, and the dainty Mignon is also scoring a decided success.

Chicagoan Invents Horn.

George H. White, of 715 North Pine avenue, Chicago, has been granted a patent on a new talking machine horn, for which peculiar advantages are claimed. The horn is equipped with thirteen strings, constituting the chromatic scale, the purpose of which is to amplify the corresponding tones of the record. The effect of these strings, together with the special construction of the horn itself, is said to be the amplifying of the tones of the record and at the same time the elimination of echoes. Mr. White claims that one of the great merits of his horn is found in the naturalness with which the high tones of soprano singers are reproduced.

Geo. W. Salter's Successful Trip.

George W. Salter, president of the Salter Manufacturing Co., manufacturers of talking machine cabinets, returned a few days ago from a three weeks' outing spent with a company of prominent Chicago business men near New Auburn, in the Ferndale Waters district of northern Wisconsin. He is an expert Waltonian and holds the world's diamond medal for distance and accuracy in casting, won at the international contest under the auspices of the Chicago Fly Casting Club. He gave renewed evidence of his skill this year and bagged a number of muskalonge, besides a host of "scrapy" bass.

On his return Mr. Salter found Sales Manager Mortenson had been establishing new high marks on sales of disc and cylinder cabinets. The advance orders secured on the Salter horizontal felt lined shelf cabinet—a shelf for every record—have been unusually large. The company will shortly have ready for the trade a new disc cabinet for dealers' use.

Victor Traveler Calls on Jobber.

George Ornstein, manager of traveling salesmen for the Victor Co., called on the local jobbers here the other day. Sam Goldsmith, the district manager, and Mr. Fitzpatrick, who covers Michigan, were also here, timing their visit in order to confer with Mr. Ornstein.

L. & H. Record Stocking Cabinets.

Lyon & Healy are having remarkable success with their new cabinets for dealers' use, which are fully described and illustrated elsewhere in this issue. The system of keeping track of stock with these cabinets is one worked out as a result of years of experience. With each cabinet is furnished record envelopes, special index book, etc. The cabinets are beautifully finished and constitute handsome store furniture, being furnished in finishes to match the store fixtures.

L. C. Wiswell's Successful Trip.

L. C. Wiswell, the manager of Lyon & Healy's talking machine department, recently made a trip which included St. Louis, Kansas City and Des Moines, during which he visited the local jobbers and posted himself regarding conditions. Incidentally he took a number of orders from the jobbers for the new cabinets. Earlier in the month H. B. Hopkins, Mr. Wiswell's assistant in the wholesale department, went East on his first visit to the Victor and Edison factories. He took occasion to visit a number of the Eastern jobbers and took a great many orders for the new cabinets. Consequently the Lyon & Healy dealers' cabinets seem destined to a country-wide distribution.

Arranging for Recital Hall.

The Rudolph Wurlitzer Co. are remodeling the store adjoining their main warerooms on the south and which has heretofore been used as a piano salesroom exclusively, so that it may be used for a recital hall, seating 500 people, when desired. The entrance from the street will be closed and the front converted into a show window. The room will be redecorated to harmonize with the handsome interior of the main store.

Doing Some Good Advertising.

The Talking Machine Shops at 169 Michigan avenue and 43 Jackson boulevard are doing some mighty effective advertising in the dailies. Usually a stock heading is used, consisting of the words "Talking Machine Talk" on a musical staff, and the talk straight to the point and most convincing.

Frank L. Hough, who represents the Edison Manufacturing Co. in this territory, has gone to Boston to attend the Mechanics' Exposition, where the Edison interests have a magnificent exhibit.

Columbia Managerial Changes.

E. W. Guttenberger, manager of the Louisville office of the Columbia Phonograph Co., has been transferred to the Denver office on his own request because of impaired health. He will travel for the company in Colorado and adjoining States. Mr. Guttenberger takes with him to the Golden West as his bride one of Louisville's fair daughters. Mr. Guttenberger was for a time in charge of the retail department of the Chicago office.

D. S. Ramsdell, who was recently made assistant to Manager C. F. Baer, of the Chicago office of the Columbia Co., has fitted into his new duties admirably. He is glad to get back to the old town and to the service after an absence of some years.

Mr. Standke, the manager of the Columbia office of the Columbia Phonograph Co., spent several days in Chicago, the guest of District Manager W. C. Fulhri.

Jobbers' Association Announcement.

L. C. Wiswell, chairman of the Press Committee of the National Association of Talking Machine Jobbers, has sent out the following announcement:



Young fellows, that's right, but running an old business!

The Talking Machine Company is probably the oldest talking machine jobbing house in America. It started years ago at 107 Madison Street. Some of the most illustrious names in the talking machine world received their start there.

The last five years has seen it change from the old methods of handling several makes of machines in both a jobbing and retail way, to the newer method of devoting all its energies to one line—the VICTOR—and in an exclusively wholesale fashion.

THE BIGGEST, MOST ESSENTIAL AND NECESSARY FACT FOR YOU TO GRASP NOW IS THAT THE FALL SEASON IS COMING ON—THE HARVEST TIME FOR VICTOR GOODS.

In our entire history there has never been a winter during which there did not exist an acute shortage of Victor goods—notwithstanding the ever increasing capacity and output of the factory. In times of shortage, our service counts.

Our stock is not depleted by any retail demand made upon it—every dollar's worth of it is at your command. Wholesale, WHOLESALE, Jobbers in every sense of the word.

We are the best people in America to handle your Victor business and we can prove it.

THE TALKING MACHINE COMPANY

72-74 Wabash Avenue
Chicago, Ill.



The attention of the trade is called to the fact that the 1911 convention of the National Association of Talking Machine Jobbers will be held in Milwaukee, Wis., July 10, 11, 12 and 13.

It will be noticed that the dates for the convention have been changed so as to permit the members to spend the "Glorious Fourth" at their homes, something that was impossible last year, when the convention opened on July 5.

Secretary J. C. Roush, of Pittsburg, has just issued a strong letter to non-members in which he outlines a few of the things which have been accomplished by our organization.

It is strongly urged that all members, not merely the State commissioners and members of the membership committee, supplement this good work by bringing their personal influence to bear on non-members, both through letter and word of mouth.

Let us all co-operate in making next year's convention the biggest and most resultful in the history of our association and let us begin now.

Pushing the Victor Line.

Henry A. Stone, who recently opened a fine piano store at Vandalia, Ill., is making a specialty of his talking machine department and is pushing the Victor line very vigorously through aggressive advertising and excellent window display.

News of Changes Among Dealers.

A. F. Liess, a well known dealer of Kokomo, Ind., has bought the talking machine stock of George L. Evans, of that city, and will hereafter conduct two stores, one devoted to talking machines and sewing machines and the other to pianos and talking machines.

George Pegans, of Joliet, Ill., one of the largest jewelers in the Middle West, will add talking machines, having purchased the Victor stock of the Wilkins Music Store, of that city. The new department will occupy well arranged quarters in the basement, which are now being prepared. There will be two large demonstration booths.

Cal Stewart, the famous maker of Uncle Josh records, recently presented Kerry C. Meagher, of this city, one of the managers of the Western Vaudeville Association, with a talking machine and a complete set of his own records.

Demonstrates Records Over 'Phone.

George A. Stemm, the piano and talking machine dealer of Freeport, Ill., has met with considerable success in demonstrating records over the phone. Whenever he gets in the new monthly records or specials, he calls up his customers, tells them of the records he thinks will especially please them, and in case they are too busy to come down to the store, plays the records right then and there. He almost invariably takes orders at the end of a telephone demonstration, as he makes a particular study of the tastes of his customers and plays only such records as he is convinced will win them at once. Mr. Stemm says that he makes many sales in this way that he would not make if he depended on the customers visiting the store. Some of his trade are actually getting into the habit of calling him up and asking to hear such and such a record on the phone.

Aeolian Co. Department Busy.

The Aeolian Co. are pushing the Victor department of the local Aeolian Hall very vigorously. Manager Thomas Fletcher is very highly pleased with the manner in which the business is developing, and E. H. Searles, who has charge of the Victor department is very happy as a result of the vigorous support he is getting. Every one of the large general Aeolian advertisements appearing in the dailies contains a swift little talk on the Victor department, and whenever the Victor Co. use space in the dailies the Aeolian Co. are pretty sure to be found using space adjoining, telling why Aeolian Hall is "the best place in Chicago" to buy Victor goods. Of their Victor department they say "It is quiet and restful. The roar and crash of the elevated and surface cars cannot annoy you here. You may listen to all the latest records, grand opera as well as all the latest successes in popular music, amidst airy and comfortable surroundings and with the advantage of courteous and personal service—Aeolian service."

The Victor department, which occupies the entire mezzanine floor of Aeolian Hall, is to be entirely remodeled and redecorated. The present

booths, two in number, are to be taken out and four new booths built, extending along the south side of the room. The woodwork will be in white enamel, but the booths will be practically all glass, similar to those in the Indianapolis branch and the New York Aeolian Hall. The record shelving, which will be greatly extended, will be back of the booths along the south wall.

The company inaugurate this week a regular series of Tuesday afternoon concerts in Music Hall in the Fine Arts building in which the services of the best known vocal artists in Chicago are utilized, the accompaniments, of course, being played on the Pianola piano. Later on, it is understood, the Victor will also be a feature of these concerts, and the red seal artists being accompanied by the Pianola.

Udell Traveler Plans Trip.

Daniel G. Williams, the well known representative of the Udell Works of Indianapolis, Ind., will shortly leave on an extended Eastern trip in the interest of their handsome line of disc and cylinder record cabinets.

A New Columbia Co. Manager.

R. P. Bartlett, who for the past four years has occupied the position of order clerk in the Chicago office of the Columbia Phonograph Co., has been promoted by District Manager W. C. Fuhri to the management of the Columbia branch at Des Moines, Iowa, and has already assumed charge. Mr. Bartlett is an exceedingly competent, well posted man, and his associates of the Chicago office expect that he will make good in a very large way in his new field of labor.

A Lyon & Healy Publicity Stunt.

An excellent plan has been adopted by Lyon & Healy to assure that visitors to their retail department are well supplied with Victor literature. Every one is presented with an envelope bearing a cut of their record department, and containing a complete Victor record catalog, the machine catalog and the monthly bulletin.

Erecting New Building.

Kornell Kominicke, piano dealer in the thriving industrial city of Gary, Ind., is erecting a new building for his business, and will open a complete Victor department. He was a recent visitor of the Talking Machine Co. and placed a liberal opening stock order.

LEVIN'S PERMANENT NEEDLE

For Talking Machines Perfected and Now Ready for the Market—What is Claimed for the New Needle—To Be Exploited by Permanent Needle Sales Co.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 8, 1910.

The permanent needle for disc talking machines invented by Samuel Levin, of Highland Park, Ill., is now ready for the market.

This announcement will be read with interest by the trade, who have expressed much interest in the new needle, since the brief news items printed in *The World* a few months ago made their appearance.

Briefly, the permanent jewel needle, as it is called, consists of a small garnet specially ground and highly polished, set firmly in a metal shank which fits into the needle arm of any disc machine in the same manner as an ordinary needle.

The life of this needle is, it is claimed, practically unlimited. It is sold under a liberal guarantee for one year, but with ordinary care, the company state, it will "last forever."

Mr. Levin has needles in his possession which have been used in playing from three to four thousand records and are exactly as good, even better, he declares, than at the start. Furthermore, the needles have been tested in the homes of a number of talking machine owners for months and are giving excellent satisfaction. In addition to its permanency, the claim is made that this needle does not injure the record.

"The Permanent Jewel" needle, which is made in loud, medium and soft tone, is manufactured by the Permanent Jewel Needle Co., of Highland Park, Ill., of which Mr. Levin is the head. It will be marketed exclusively by the Permanent Needle Sales Co., of 14 State street, Chicago, to whom all

inquiries should be addressed. This company has been organized by Charles S. Rosenthal, a well known Chicago business man, who has had long experience in the planning of successful sales campaigns. Under his management the sale of the needle will be energetically pushed. He states that it will be vigorously advertised in the leading popular periodicals. The Permanent needle was patented on May 14 of this year.

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., Oct. 8, 1910.

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

SEPTEMBER 12.

Cartagena, 21 pkgs., \$108; Havana, 18 pkgs., \$1,470; Kingston 2 pkgs., \$157; Liverpool, 2 pkgs., \$150; London, 2 pkgs., \$108; 7 pkgs., \$235; Mombassa, 4 pkgs., \$163; Sydney, 1 pkg., \$100; Valparaiso, 19 pkgs., \$734; Vera Cruz, 339 pkgs., \$9,471.

SEPTEMBER 19.

Berlin, 15 pkgs., \$930; 45 pkgs., \$814; 16 pkgs., \$319; Buenos Ayres, 14 pkgs., \$244; Christiana, 9 pkgs., \$180; Hamburg, 1 pkg., \$150; Havana, 10 pkgs., \$432; Havre, 1 pkg., \$207; La Guayra, 8 pkgs., \$256; London, 189 pkgs., \$6,086; 5 pkgs., \$312; Para, 23 pkgs., \$1,883; Prague, 7 pkgs., \$475; Rio de Janeiro, 27 pkgs., \$1,530; Savannah, 12 pkgs., \$381; Valparaiso, 8 pkgs., \$979; Vienna, 42 pkgs., \$1,075; 19 pkgs., \$560.

SEPTEMBER 26.

Antigua, 10 pkgs., \$182; Callao, 7 pkgs., \$323; Colon, 4 pkgs., \$256; Glasgow, 3 pkgs., \$180; Havana, 9 pkgs., \$513; Kingston, 5 pkgs., \$286; Limon, 2 pkgs., \$344; London, 100 pkgs., \$3,379; 4 pkgs., \$350; Puerto Barrios, 7 pkgs., \$126; Sydney, 132 pkgs., \$5,871; Tampico, 27 pkgs., \$1,167; Valparaiso, 3 pkgs., \$250; Vera Cruz, 58 pkgs., \$3,024; Vienna, 17 pkgs., \$280.

OCTOBER 1.

Acajutla—2 pkgs., \$470; Berlin, 12 pkgs., \$262; Cape Town, 28 pkgs., \$1,189; Gothenberg, 8 pkgs., \$210; Grenada, 3 pkgs., \$158; Havana, 9 pkgs., \$375; London, 2 pkgs., \$104; 224 pkgs., \$6,911; Manchester, 2 pkgs., \$176; Melbourne, 1,088 pkgs., \$13,296; Para, 21 pkgs., \$1,184; Rio de Janeiro, 12 pkgs., \$996; 26 pkgs., \$1,127; Savannah, 34 pkgs., \$1,121; Vienna, 10 pkgs., \$296.

OCTOBER 8.

Amapala, 7 pkgs., \$143; Bombay, 1 pkg., \$199; Buenos Ayres, 189 pkgs., \$10,053; Callao, 5 pkgs., \$624; 4 pkgs., \$150; Guayaquil, 4 pkgs., \$109; Havana, 3 pkgs., \$227; Limon, 10 pkgs., \$252; London, 640 pkgs., \$7,967; 8 pkgs., \$749; Manila, 135 pkgs., \$8,157; Maracaibo, 38 pkgs., \$772; Melbourne, 23 pkgs., \$1,154; Rio de Janeiro, 15 pkgs., \$1,163; 2 pkgs., \$165; Smyrna, 1 pkg., \$144; St. Petersburg, 5 pkgs., \$147; Valparaiso, 8 pkgs., \$361; Vera Cruz, 53 pkgs., \$1,808.

DOING ONLY WHAT ONE IS PAID FOR.

May Prevent Being Imposed Upon, But at the Same Time Has Some Mighty Serious Drawbacks—Where Non-Observance of the Rule Landed a Good Job.

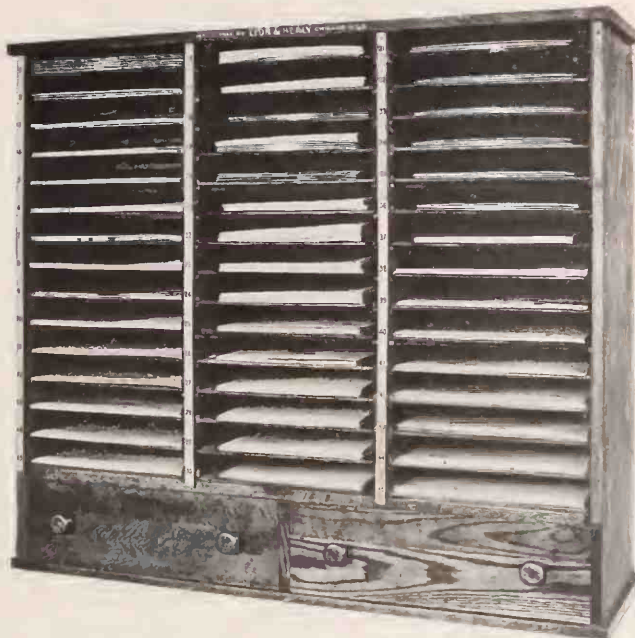
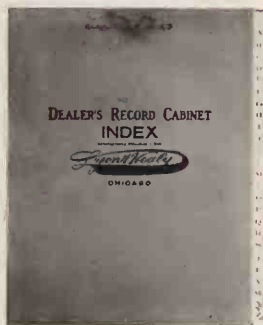
Doing only what one is paid for may be a good way to keep one from being "imposed upon," but we believe most successful men regard it as having serious drawbacks. In a certain establishment the dictionary is covered with heavy manila paper. From time to time this paper wears out and is renewed. This wearing out and renewal have been going on for a dozen years or so. Although many besides the head of the department consult the dictionary, no one else ever put a paper cover on the book—with one exception. The exception was a former office boy, who had risen to a clerical position, and while still hardly more than a lad he stepped into a position to which a \$1,500 salary was attached. He was not paid to put a paper cover on the dictionary, but he saw that a new one was needed and rose to the occasion. That's all.

Lyon & Healy Offer Dealers

A Perfect Cabinet for Disc Records

Every Dealer
Should
Have One

Made to Match
Your
Store Fixtures



The Result of Long Experience

The many years that we have been wholesaling and retailing talking machine records have made us particularly well informed as to the best methods of handling them. After an extensive period of study we have evolved The Lyon & Healy Dealers' Cabinet for disc records, which we believe will do more to eliminate dealers' record troubles than anything ever before offered. Designed to help the dealer, all complications have been left out. It works on a principle as simple as the alphabet, and automatically keeps your stock complete and in perfect order.

Description

The Lyon & Healy Dealers' Disc Record Cabinet is 38" high, 43" wide and 13" deep, holding 45 drawers, each drawer having a capacity of twelve 10 and 12" records. The drawers are numbered consecutively from 1 to 45, these numbers corresponding with records listed in the alphabetically arranged index book which is furnished with each cabinet. A sufficient number of special record envelopes are also provided, which keep accurate account of stock on hand and orders for stock to take the place of that sold. Two large drawers in base of cabinet make excellent receptacles for needle supplies, sound boxes and other small equipment.

Convenient

The Lyon & Healy Dealers' Disc Record Cabinet may be placed in any convenient location, back of or on top of a counter—in fact, wherever it can be reached to best advantage. It takes up so little room that it will not be in the way anywhere. When a customer calls for a certain record, and it is in stock, it is located quickly by referring to index showing drawer number. If record wanted is one not kept in stock, the index will show the fact immediately without looking in the case. If record had formerly been in stock and sold, the empty special envelope in drawer shows when new one was ordered, and your customer may be informed exactly when he may call for it.

Economical

Every dealer in disc records loses money every year through warping, scratching and otherwise spoiling of records. With a Lyon & Healy Dealers' Disc Record Cabinet in your store, all such waste is eliminated. To find a record which you always have means of knowing if in stock or not, there are only a dozen records to go through, and those are kept in orderly fashion. You can readily see how much more carefully you or your help will handle them than you would were it necessary to go through a disorderly mass of undesired records, searching for one which may not be in stock at all. Rough handling ruins records and means a loss to you.

Labor Saving

The Lyon & Healy Dealers' Disc Record Cabinet does away with every unnecessary movement in locating any record desired. You can tell your customer in two seconds whether or not you have a certain record, and if you have, secure it for him in less than half a minute. The Cabinet is easily cleaned, and your records are kept in perfect condition. No warping, scratching, cracking or breaking.

An Inexpensive Necessity—Price \$20.00 Net.

them within reach of all when we price them at \$20, complete, with special index and record envelopes. We have made these cabinets of the best material obtainable. We finish them as ordered by dealer, and every cabinet carries our quality guaranty.

The Lyon & Healy Dealers' Cabinet was planned to aid dealers, and we want every dealer who handles disc records to have one. We have brought

America's Foremost
Distributers of
Victor Talking Machines
and
Edison Phonographs



(The World's Largest Music House)

Wabash Avenue and Adams Street
CHICAGO

Write to-day for our
Special Terms to
Dealers
on
Machines and Equipments

GEISSLER DISCUSSES CALIFORNIA.

The General Manager of The Talking Machine Co. Speaks Enthusiastically of Victor Business on the Pacific Coast—Guest of William Horton Blake at the Bohemian Club Jinks—Some Startling Athletic Stunts.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 8, 1910.

Arthur D. Geissler, general manager of the Talking Machine Co. of this city, recently returned from a two months' sojourn in his native State, California. In a chat with The World, he indulged in some interesting observations regarding the talking machine business on the Coast, and also told of the wonderful Bohemian Jinks festivities, of which he was a witness.

"I think that without doubt more Victor talking machines are sold in California, in proportion to the population, than in any other section of the country," said Mr. Geissler. "The distributors out there have certainly developed a most extraordinary business. I am reliably informed that one concern alone, which has a series of branch stores, pays the local distributors over one hundred thousand dollars per year.

"The principal music houses all carry Victors



ARTHUR GEISSLER IN HIS CAMP.

and feature them as strongly as they do their leading pianos. The departments are models in point of arrangement and equipment. The trade runs very strongly to Victrolas and high priced machines. Red Seal records sell in greater proportion, I believe, than in the Eastern States. One concern in Los Angeles has at least ten customers who have regular talking machine studios in their homes, with record selections, comprising two thousand five hundred to three thousand titles.

"My trip in a business way was a distinct success, with particular reference to the Cabinets That Match, for which orders were taken in large quantities, including liberal advance orders for cabinets matching the new Victrolas X and XI. However, business was not the principal object of my trip, this being the first time I felt that the organization of our business was such as to permit of my taking an extended vacation. In fact," Mr. Geissler continued jocularly, "the results achieved in a business way during my absence were such as to make me seriously consider spending the greater part of my time away from the office. It was better than during the preceding months and showed a very marked increase over the corresponding months of last year."

Mr. Geissler was a guest of Frederick Sherman, Phillip Clay and Andrew McCarthy, of Sherman, Clay & Co., during the Family Club Jinks. This is an unique organization, which each year gives its play in the beautiful Redwood Grove, situated in the foothills just outside of Redwood City. The



POSING AS "ANNETTE KELLERMAN."

trip was made with Mr. Clay in his big Lozier car and, incidentally, Mr. Geissler says that the distinguished San Franciscan is "some chauffeur," for when they were hitting a clip of about forty-five miles an hour Mr. Clay calmly volunteered the information that he had not yet "slipped it into high."

The big event of the Summer is the Bohemian Club Jinks, held in the great Bohemian Club Grove, ninety miles from Frisco, on the Russian River. There Mr. Geissler was the guest of William Horton Blake, late national bridge whist champion. They went a week ahead of time and enjoyed the grove before the crowd started to come. One of the illustrations shown in this connection portrays the approach to their camp of "Never Again." The name, of course, was suggested by the resolve made under the spell of the glorious scenery never again to return to the busy haunts of trade.

"According to all reports, the Passion Play at Oberammergau is the only production that rivals the grove play of the Bohemian Club," said Mr. Geissler. "This year the play was the Cave Man, book by Charles K. Fields, music by McCoy. It is simply impossible to give any description of this wonderful production, as it is staged right out in the open among the giant redwood trees, with innumerable natural entrances and exits. One of the characters made a particularly striking exit, wending his way up the side of the mountain, carrying a torch, invisible at times, and finally disappearing at a point about four or five hundred feet above the spectators.

"The audience, consisting of about eight hundred members and guests, were seated upon immense redwood logs. It was quite a rare privilege to be a guest, as none but non-residents of the State are allowed to be invited.

"All the members have their own private camps, but eat in a huge, open air dining room. To wait upon this assembly it is necessary to have between two hundred and three hundred servants. The swimming pool, located in a cove of the Russian River, with all the necessary attendants, bath houses, etc., is, perhaps, one of the greatest features of the grove."

Although he did not expect it, a picture of the swimming pool referred to by Mr. Geissler, is shown for the benefit of World readers. The pool is absolutely incidental, however, to the graceful figure that is posed preparatory to a dive into the liquid depths. Mr. Geissler may have brought one of these photographs to Chicago, but if so, he did not include it in the fine collection he showed his friends. Its existence was learned of and by securing the cooperation of the San Francisco correspondent, the copy was obtained, likewise the story that goes with it.

On the day of the athletic stunts at the swimming pool an audience of five hundred men witnessed various and thrilling natatorial feats. The man in charge of the events announced that the finale would be something quite unusual. For this occasion only, he declared, the rules of the

club, which prohibited absolutely the admission of women to the grove, would be waived, and the members and their guests given an opportunity to witness an exhibition of diving and fancy swimming by Annette Kellerman, the famous professional, then appearing in San Francisco.

There was a hush when "Annette" appeared and gave her bath robe into the hands of an attendant. The Chicago talking machine man is the possessor of generous curves, his make-up was excellent and it was some little time before many of those in the audience, who had not seen Miss Kellerman, perceived that a hoax had been perpetrated. It was not so much of a joke after all, however, as Mr. Geissler is really an aquatic expert, and gave a very creditable imitation of six of Miss Kellerman's most difficult dives.

Out on the Coast they are still talking about the *piece de resistance* of the Bohemian Club's aquatic carnival.

NEW RECORD FILING SYSTEMS.

Prepared by Talking Machine Co.—Convenient and Inexpensive—How the Systems are Arranged—Of Interest to Dealers.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 9, 1910.

The Talking Machine Co. have prepared three very inexpensive systems of record filing for their customers, which they declare constitute not only the most convenient and inexpensive methods of handling disc records, but also a complete inventory, sales and order system.

System A consists of sectional cases, permitting the records to either lie flat or stand upright, according to the position in which the sections are placed. Each shelf accommodates eight records in stock envelopes. System B utilizes the same sectional record cases as in System A, but every other shelf is pulled out and cardboard boxes similar to those used in stocking sheet music are utilized, thus absolutely protecting the records contained therein. Each section is complete in itself, so that as many or as few may be used as necessary. Each case comes unfinished, so as many or as few may be used as necessary. System C consists of sectional drawers on the order of letter files, with adjustable backs to keep the records firmly upright.

In each system the records are carried in stock envelopes, each envelope being numbered in one corner, according to the number of the record enclosed. When a record is sold the empty envelope is placed aside and the record delivered to the customer in the regular Victor envelope, the empty envelopes showing the records sold each day, and reorders being made by copying down the numbers of the empty envelopes. A complete index of records carried in stock is obtained by checking a numerical catalog and running the records numerically in the cabinets.

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 carry "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.

Don't wait until the other man does. Stake out your claim while there is land available: With the Columbia line and exclusive selling rights you can develop all there is in it, and no one can ever "jump" it.



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

TO OCCUPY NEW PREMISES.

The New York Talking Machine Co. Will Take Possession of 81 Chambers Street on October 15—Will Be Handsomely Fitted Up.

The new premises of the New York Talking Machine Co., 81 Chambers street, New York, now being remodeled, rearranged and decorated, will be occupied within a week or so. The quarters at 83, next door, will be given up when the new place is completed. The store floor runs through the block to Reade street, and the front half, which will be handsomely fitted up with booths and other essential equipment, will be used for demonstrating purposes, with a fine display of Victor goods in a roomy show window. The rear half will be occupied by the company's office and the clerical force of the wholesale department. A basement and sub-basement will accommodate the repair and shipping departments and be used for the storage of stock, both being especially suitable for this purpose.

This is the first time the company have been in a store floor or been on the street, heretofore their premises being in upper lofts. With the entrance of the New York Talking Machine Co. as a retail proposition as well as wholesale, it will make the third concern on the block between Broadway and Church street, the others being the Columbia Phonograph Co. at 89, and the Blackman Talking Machine Co. at 97.

EQUIPPED WITH NEW REPRODUCERS

The National Co., Orange, N. J., Are Now Equipping the Balmoral and Alva Phonographs with the New Model "O" Reproducer.

The model "O," which it was recently announced would hereafter be part of the Triumph and Idelia equipments, has been well received by the trade everywhere, and orders for Triumph and Idelia machines and attachments equipped with the new speaker, as also separate orders for the reproducer, are coming in such numbers as to almost swamp the speaker department of the company's plant.

The prices for the reproducer when sold separately are the same as was announced in the bulletin issued on the subject of Triumph and Idelia equipment. These prices include a special arm and special parts. The same allowance for the return of the models "C" and "H" reproducers in exchange also apply.

GIMBELS HAVE THE VICTOR

In Their Talking Machine Department—Handling Buegeleisen & Jacobson's Small Goods Line.

The talking machine department of Gimbel Bros., whose New York store was opened to the public for the first time Thursday of last week, is on the fourth floor and occupies a space about 70 x 25 feet, entirely inclosed, near the center, in connection with the small goods and sheet music

section. The Victor line is handled exclusively. Three demonstrating booths, with birdseye maple, white and gold and Circassian walnut trimmings, respectively, are provided, with Victrolas to match. The resonator of the Talking Machine Soundboard Co. is also conspicuously featured. I. H. Dodin, assistant to E. P. Calderhead, the buyer, is in immediate charge of the three departments and said they were doing a fine business, especially in

Victrolas. They carry the full Victor catalog in stock, two of each record.

The small goods, in which Buegeleisen & Jacobson's Durro line is the feature, are displayed in dust proof show cases and the electric lighting effects in connection therewith are perfect. Miss Florence Silverman, formerly with M. Weinstein, in the Flatiron building, has charge of the sheet music end.

SIMPLEX NEEDLE BOX

"FILLS A LONG-FELT WANT"

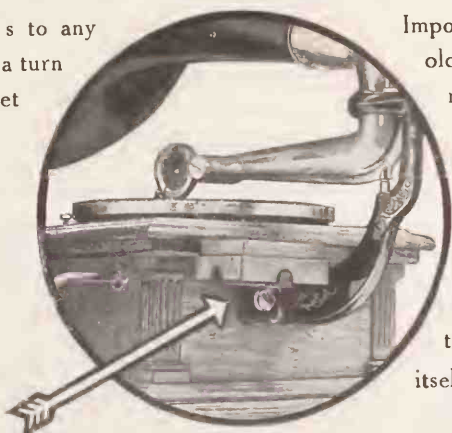
THE MOST USEFUL, CONVENIENT, NECESSARY ATTACHMENT MADE OF OAK OR MAHOGANY FINISH TO MATCH ALL MACHINES

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

RETAIL PRICE

50c.

A handy place for loud, soft and used needles.



Impossible to use old needles and ruin valuable records.

RETAIL PRICE

50c.

Only necessary to show—it sells itself.

MAGNETIC NEEDLES—OTHER SPECIALTIES—VICTROLA PROTECTORS
 VICTOR DISTRIBUTORS **S. B. DAVEGA CO.** EDISON JOBBERS
 126 UNIVERSITY PLACE, NEW YORK, N. Y.

Fill out and mail now

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

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

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

YOUR NAME _____

ADDRESS _____

ADDRESS _____

YOUR DISTRIBUTOR'S NAME _____

Wherever there is a discerning public and a progressive dealer the Columbia Grafonola "arrives," invariably accompanied by a strong detachment of Columbia Grand Opera Records,—with more of the same following right along.



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

BALTIMORE'S NEWS BUDGET.

Indications That Fall and Winter Will Produce Immense Business in Both Wholesale and Retail Fields—What the Various Houses Are Doing—Interesting Personalities—Martin & Co. Open Retail Store.

(Special to The Talking Machine World.)

Baltimore, Md., October 6, 1910.

Should all the expectations of the Baltimore dealers be realized this fall and winter, the season will be one of the most prosperous ever experienced by those engaged in the business. There never was a more optimistic crowd than those who are selling the machines and records in Baltimore. While during the summer there have been those who always had an encouraging word to say about business, there were others who complained that business was not what they would like to see it be and they would not say what they expected when the cool weather set in, but now that October has rolled around and most all Baltimoreans are back from the summer resorts things have changed decidedly for the better.

The improved conditions do not apply alone to the retail trade, but have been quite apparent among the jobbers and with the wholesale dealers as well. In addition to having larger orders from the retailers, the wholesalers report that several new dealers have entered the local field, while in the counties of Maryland and throughout those sections of the South which are handled from Baltimore similar reports are made.

D. D. O'Neill, formerly of C. J. Heppe & Sons, of Philadelphia, has taken charge of the talking machine department of Cohen & Hughes, who handle Victors and Edisons. The firm have been

busy rearranging and extending their talking machine department. In addition to the sales department and demonstrating rooms on the first floor, arrangements have been made for a Victrola room exclusively in the front of the second floor, while next to the Victrola room is the place for Victors and Edisons. Back of this room there is an exclusive department for the small Victors. In the rear are the record rooms and repair shops, while on the fifth floor is the wholesale department. Mr. O'Neill believes that the new Victrolas will mean an increase of 25 per cent. of the business in the Victor line over that what would ordinarily be done with only the \$125 machine in existence. Other dealers are of the same opinion.

Martin & Co. have opened up a retail store at 325 North Howard Street, with a full line of Edison machines and records.

D. J. Crowley, now located at 214 West Saratoga Street, has a good word to say about the local retail business, while William McCallister & Sons, Baltimore Street near Howard, report the Victor and Edison business to be in a flourishing condition.

William C. White, who was manager of the talking machine department of H. R. Eisenbrandt Sons for a number of years, has opened up on his own hook at 205 North Charles Street, with a full line of Victor machines and records. He has a cozy little store, and from all appearances has made a good start. All of his friends wish him success in his new venture.

Eisenbrandt Sons are thoroughly established in their new home on North Howard street near Saratoga, with a full line of Victors. They have their talking machine department nicely arranged, while buyers and prospective buyers are attracted by the neat window displays.

Manager Roberts, of E. F. Droop & Sons Co., who handle Victors and Edisons, states that September was an excellent month and that there is every indication that the present fall and winter will prove something of record breakers. He believes that the holiday sales will even surpass the excellent showing of last December.

Similar cheering reports come from Manager Albert Bowden, of the talking machine department of Sanders & Stayman. Mr. Bowden declares that the demand for the Victor and Columbia machines and records has been far above expectations, while he thinks that the new Victrolas will meet the demand of many buyers who have heretofore held off from purchasing a talking machine.

The Columbia machines and records are also whooping things up, according to Manager Laurie, of the local branch store of the Columbia Phonograph Co. The retail department has made a good showing and holds excellent prospects, while the reports from the wholesale districts are extremely gratifying.

TALKING MACHINE EXPORTS.

The Figures for August Presented—Reports Show Strong Gain in All Departments of Industry—Some Interesting Figures.

(Special to The Talking Machine World.)

Washington, D. C., Oct. 6, 1910.

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

The total exports of talking machines, records and supplies for August, 1910, amounted to \$316,816, as compared with \$158,739 for the same month of the previous year. The eight months' exportations of talking machines, records and supplies amounted to \$1,652,408.

A PROGRESSIVE SEATTLE DEALER.

The Ballard Music Co., 5411 Twentieth Avenue, N. W., Seattle, Wash., have recently rearranged their establishment, converting the rear of their store into a handsome Edison phonograph parlor, with special soundproof rooms, neatly arranged, as a feature, so that customers can receive the best of attention. In addition to the Edison, the Ballard Music House handle the Victor and Columbia disc machines.

A. F. Brosche, proprietor of the Ballard Music House, was a recently called at The World sanctum and spoke very enthusiastically about business conditions in his territory. He is a firm believer in advertising and the value of the show window, and in this respect he is a close reader of The Talking Machine World.

During his stay in the East he visited the factories of the National Phonograph Co. and the Victor Talking Machine Co., and after a very enjoyable and profitable sojourn he left for home on October 1.

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

NEW OFFICERS ELECTED

By Eastern Talking Machine Co. Associates—
A. W. Chamberlain, President for Coming Year—An Able Man Selected.

(Special to The Talking Machine World.)
Boston, Mass., Oct. 5, 1910.

At the tenth regular monthly meeting of the Eastern Talking Machine Co.'s Associates the following officers were elected for the year 1910-1911: A. W. Chamberlain, president; George T. Waldron, vice-president; S. H. Brown, secretary, and W. J. Fitzgerald, treasurer.

In his address President Chamberlain spoke in a very optimistic way anent the future of the associates and predicted an even greater success for the coming year. He also spoke in enthusiastic terms about the capacity to "do things" and the



A. W. CHAMBERLAIN.

ability of the officers who were elected with him to carry on the good work.

The associates in turn are to be congratulated on having so able an executive at their head. Mr. Chamberlain has been able to make a very favorable impression upon the trade throughout New England. He has had a very successful career in the talking machine business and is one of the most experienced men on the subject of talkers in these States. His early experience dates back to 1903, when he first became associated with the Iver Johnson Sporting Goods Co. as department manager. Later on he became identified with the Zonophone interests, when in 1905 he became assistant general manager, including the managership of the wholesale department of the Eastern Talking Machine Co. These positions he has fulfilled to the utmost satisfaction of the management and with great credit to himself.

THE LIMIT.

Thomas A. Edison recently returned from a trip in the South. A few nights ago he was talking with a New York Times reporter about the food of the future.

"A kitchen," said the great inventor, "is really only a chemical laboratory. And I want to tell you they've got some mighty poor chemists down South. I had beefsteak served to me that was so tough I couldn't stick a fork into the gravy."

THE POSITION AND THE MAN.

Plenty of Excellent Openings for the Men Who Can Really Qualify—Few of General Run of Subordinates Found Fit When Manager Is Wanted.

"The man at the front is the man who bears the brunt of the fight. Don't be in a hurry to get there until you are fit for the position."

Ambition is a splendid attribute. It lifts a man out of the stratum in which he was born and helps him to achieve the greatest heights of which he is capable. Unfortunately, the incapables aspire to positions they haven't the ability to fill, and the firms who "try out" this raw material get weary in their search for able men.

Too many men in all trades are "drifters." Look over the field and note the men who have built reputations that are grounded on meritorious work.

There should be associations for men in all these lines where they can systematically acquire a knowledge that will make them of increasing value to their firms, but the instances are rare where the employees work over hours to increase their knowledge and their value to the firm they serve. This work can't be done in clubs, nor in bowling, nor at picnics, all good in their way, but boys have some problems to solve, and the sooner they begin the work the earlier will dawn the day when they will be recognized as successful men, and it takes more than mere money to be scored a successful man.

TALKING MACHINES IN SCIENCE.

Vienna Academy of Sciences Possesses One of the Largest Collections of Records in the World—To Secure Records of all Dialects—Talking Machine as Acoustic Microscope.

The Vienna Academy of Sciences has one of the largest, if not the largest collection of phonographic records in the world, and is enlarging it rapidly. One of its main objects is to secure a complete collection of dialects, for which purpose expeditions are being constantly sent out, the latest being to Nubia. Original work has been done in making use of the phonograph as a sort of acoustic microscope, sections of the records being enlarged a thousandfold, with results most helpful in recognizing differences in sound. The croaking of the frog, on being thus magnified, was found to differ from the utterance of a human vowel in not being a continuous sound, but one with minute interruptions.

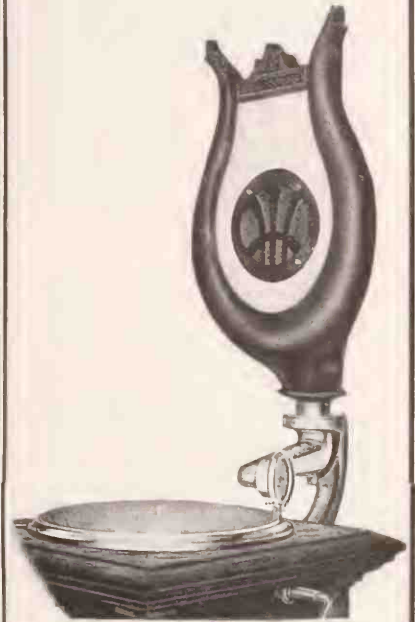
If you are satisfied that you have a better selected stock than your competitor, if you know the goods you sell are more satisfactory and of better quality, if you are capable of serving your trade in a better and more satisfactory manner than the other fellow, don't hesitate to tell about it.

If there is such a thing as a philosopher's stone, that stone is nothing more or less than the knowledge of how to spend less than you get.

The Resonator

The Last Word
IN TALKING MACHINE Development

(Fully Protected by U. S. Patent)



Reproduces Perfectly all Records,
Preserving Tone Quality of Original
Production

DEALERS sell more Records when demonstrated with this device.

A wit, observing this, likened it to the boy after giving up short pants for a season. He would not put them on again. All marked improvements are adopted as a right of growth and development.

We adopt the subway the second trip as if we always used it.

Convenience may be seen from above cut. Less space taken up in store and no horn in way when changing record and needles.

TONE QUALITY ITS CHIEF CLAIM

PRICED TO COMPETE WITH
BETTER GRADE OF HORN

INQUIRE OF YOUR JOBBER OR
**THE TALKING MACHINE
SOUNDBOARD CO.**

110 West 34th Street NEW YORK

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.

1866 **NYOIL** 1910
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.



MORE WINDOW LOGIC.

Just How the Value of the Show Window May
Be Figured Out in Dollars and Cents—A
Point Lost Sight of by Many Dealers.

From time to time The Talking Machine World has emphasized the value of the window as a trade stimulator and business getter. Too many dealers overlook this important factor. To appreciate its value you should do a little figuring. How many people pass your store in a day? If the average is 10 a minute, in the eight busiest hours of the day, 4,800 people would pass your window. This number, 4,800, represents what in newspaper parlance is called "daily circulation." Now, your show window occupies say 100 square

feet surface space, and in it you can display attractively quite a line of goods, changing the display as often as you wish. In a daily newspaper with an actual circulation of 4,800, 100 square inches (not square feet) would cost approximately \$10 per day, and in this space you can put only cuts of the articles themselves, and as a rule the cuts but imperfectly represent those articles. Now, your window space presents a surface 141 times as great as your \$10 newspaper space, has depth in addition to surface, and in it can be displayed the articles themselves, true to life as to color, size, shape and everything, and, furthermore, they are seen at the entrance to your store, inside of which a salesman stands ready to give additional information and exercise his ability in making a sale. This window space is yours every day and all day; it presents wonderful possibilities as an advertising medium, and it's up to you to get those possibilities out of it. If newspaper space properly used is worth its cost (and we are firmly convinced it is) how important it is that so valuable an advertising medium as the show window should not be neglected.

ORDERS AT THE EDISON FACTORY.

The National Phonograph Co., Orange, N. J., report that orders for machines of all types, as well as accessories, are increasing in such volume as clearly to indicate that their jobbers and dealers are making early preparations for the holiday trade. This is particularly true of the Amberola orders, which have taken a heavy spurt within the last two weeks and are daily growing in volume.

It is very probable that the Edison trade has not forgotten the experience of last year when the factory found it impossible to supply the holiday demand for Amberolas because of an unavoidable hold-up in the delivery of cabinets by the manufacturer. The National Company state they have made ample provision for holiday orders this year, and there is little danger of a repetition of the shortage.

NOW IS THE TIME TO STOCK UP.

Important Letter from the Victor Talking Machine Co. Warning Dealers That Now Is the Time to Act.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 1, 1910.

Monday of last week the Victor Talking Machine Co., Camden, N. J., addressed their dealers on the very suggestive topic of the Fall season and the ordering of records for the holidays, so as to insure their delivery. The circular in part follows:

"It can easily be said, without fear of contradiction, that Sept. 28, the opening day for the sale of the October records, is the opening day of the Fall season. There are thousands and thousands of people who are going to buy Victors between now and Christmas, and it is up to every dealer to take advantage of the opening day and get these customers coming to his store and placing their order for Christmas delivery.

"Taking the volume of business that reaches us every day as the best possible proof, there can be no doubt about 1910 holiday Victor business breaking all previous records. You know what this means. Every year there has been a demand greater than could be supplied and it is the dealer who actually has Victors and Victor records right in stock that gathers the real Victor profits. You should not wait another minute. Place your holiday order with your distributor at once and get the goods into your store as quickly as you can.

"Remember, Christmas comes only once a year and it is the one real big season for unlimited Victor sales. Go after this big holiday business now. It's never too early to start."

Every clerk ought to be on the watch to distribute all leaflets, catalogues and envelope stuffers, also he should keep up with the newspaper ads, so as to concentrate all the power on one article at one time.

TALKING MACHINE SUPPLY COMPANY

MANUFACTURERS OF

High Grade—Made by
Skilled Mechanics

REPAIR PARTS

For all Kinds of Phonographs
or Talking Machines

High Grade English Steel,
each Needle Warranted as
to Point and Finish

NEEDLES

We are Sole Agents for
the Largest Needle
Factory in EUROPE

SPECIALTIES

put up in Lithographed Envelopes
and Tin Boxes in Cartons

SPECIALTIES

BELTS

For Commercial Phonographs. STITCHED.

SAPPHIRES

FOR DICTATING MACHINES
ALL MAKES

FEED NUTS

For All Makes, Made of
the Best Steel

NOTE: WE SELL TO JOBBERS ONLY. WRITE FOR CATALOG TO-DAY.

400 FIFTH AVENUE, NEW YORK, N. Y.

TRADE GOOD IN CLEVELAND.

Business for First Nine Months of Year Very Satisfactory—Increasing Activity Now Manifest—Boom in Record Sales—Talking Machines at Lectures in Schools—Personal Items—Talking Machine Co. Succeeds B. L. Robbins & Co.—Interesting Stories in Which Talking Machines Figure—May Co. in New Quarters—How Jobbers and Dealers View the Present Trade Conditions.

(Special to The Talking Machine World.)

Cleveland, O., Oct. 8, 1910.

Business in Cleveland during the past nine months of the year, while it did not in all instances meet expectations, has been most satisfactory. Various helpful propositions from the manufacturers, together with their extensive campaign of publicity, have largely aided the dealers in creating more trade, and have been an incentive to strenuous exertions in giving added life to the business.

Increasing activity has been manifest during the past two weeks, and a number of sales of the highest grade machines have been made, and large numbers of inquiries are reported. All indications point to a large fall trade, and for which the dealers are making more extended preparation than ever heretofore.

The record trade, in both discs and cylinders, increasing from month to month, is cause for congratulation with all the dealers, and affords unquestioned evidence of the strong hold this line of entertainment has taken with the masses.

Phonograph musical selections will enliven the lectures given before the Cleveland schools the coming winter. The Board of Education committee on social center work have planned to make lectures on tuberculosis and dental troubles popular by adding Caruso, Celestina Boninsegna, Marie Dressler, Blanche Ring and others to the program. A series of talks on industrial service will be given. Mrs. Florence Kelly, of New York, will talk on "Opportunities of Childhood," and interspersed with the proceedings concerts will be given.

An unaccountable condition in the talking machine trade in Cleveland is that the National Phonograph Co. have no distributor of the Edison products here. Dealers have to send to Chicago and other points for their supplies, which is injurious alike to the manufacturers and dealers in the city and contiguous territory.

Judging from the large receipts of Victor Victrolas of the various kinds, and Columbia Graphophones and Grafonolas by the various dealers, they are evidently preparing to meet a larger than usual season's demand.

B. L. Robbins, of B. L. Robbins & Co., who have just sold their store, has accepted a position with the Eclipse Musical Co. He is the oldest talking machine dealer in the city, having started in business here in its earliest inception, and with his large experience will prove a valuable assistant to the staff of the Eclipse Co.

Audley Riesinger, formerly with the W. J. Roberts, Jr., Co., is now engaged with W. H. Buescher & Sons. There are very few more thoroughly posted talking machine men in the country.

Thomas F. Green, representative of the Victor Talking Machine Co., in his Ohio itinerary, was a recent visitor in Cleveland. He stated the talking machine dealers in all the towns he had visited were prospering, and all were optimistic regarding the future.

Fred Silverbach, who for a number of years was the Middle West representative of the Columbia Phonograph Co., is now engaged with the Olds-Oakland Automobile Co. He keeps in touch with his old friends in the talking machine business and is generating among them the auto habit.

Columbia dealers were disappointed that George W. Lyle did not include Cleveland in his recent Western trip.

The most prominent member and director of the family of W. MacGlashen, of the Winton Motor Co., is the four-year-old daughter, Kathryn. The family revel in the luxury of a phonograph, operated at the pleasure of Miss Kathryn. More particularly popular with her is the comic song, "When



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.

Willie Gets His Pay." She has worn it to a frazzle, but in exchange has perfectly memorized the words and music. Recently she entered the kindergarten class of her church Sunday-school and was asked if she could sing a song. Without hesitation she arose and sang her favorite lyric from beginning to end. Her teacher is still laughing over the episode, and Kathryn is the most popular child in the class.

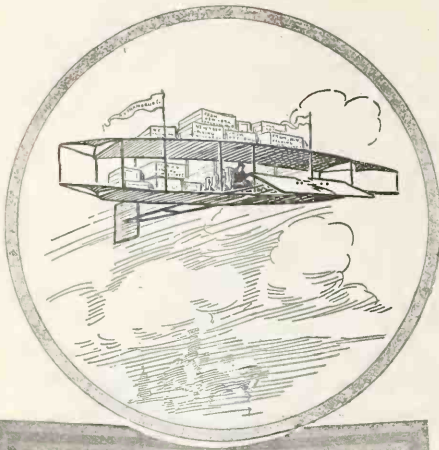
The Talking Machine Co., a new corporation, has purchased the store of B. L. Robbins & Co., and under the management of S. A. Mintz will continue the business at the old stand. Mr. Mintz has had several years' experience and is thoroughly posted in the talking machine business. The location of the store, on the ground floor, midway between the Euclid avenue and Superior avenue entrances of the Arcade, makes it one of the most desirable in the city. Business is reported good and prospects of the most promising character.

Residents in one of the closely-inhabited sections of the city have recently felt very spooky on ac-

count of a series of inexplicable sounds emanating from the block wherein, among a dozen other stores, is housed a Chinese laundry. All fears, however, were dispelled when it was discovered that the Chinamen had installed a graphophone and were playing records in their native tongue. The uninitiated denizens assert that the records give forth sounds much as if a number of cats and human beings were being strangled. Thus does ignorance of the Confucian tongue play upon the imagination.

One of the most unique and attractive things in the talking machine line is a birch bark horn attached to a Columbia graphophone on display in the window of the G. J. Probeck Co. The horn was constructed by Dr. Henry Burns, of this city, at his summer home at Stoney Lake, Canada. He has used it for two seasons. It gives out a clear, mellow sound, and "up in the woods," the doctor says, "it is a thing of beauty."

Flesheim & Smith are making daily sales of Zonophone machines and records. Business with



Quick service

A great thing for a dealer, and every dealer ought to get it from his jobber or know the reason why. Repeated delays are dangerous to the carrying on of any business.

Quick service is one of the inducements we hold out for your trade and it's no mere will-o'-the-wisp. We mean it—quick service.

How quick? Shipments made the same day order is received. Could anything be quicker, or more satisfactory to you and your customers?

Quick service means not only that we are quick in sending out orders, but we have the right kind of goods in the first place—just the things you want and plenty of them.

There isn't a thing you can mention in Victors, Victrolas, Victor Records, record cabinets, fiber cases, horns, needles, repair parts and other accessories that we haven't in stock ready to send you right now.

Try us and see. That's our challenge and, if what we say is true, it's worth your time to get in touch with us.

Write to-day for our latest catalog and our booklet, "The Cabinet That Matches."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.
83 Chambers Street New York



them is good and improving, and they look for an unusually fine fall trade.

The new annex of the May Co. is completed and the talking machine department is now installed in quarters adjoining the piano department; in fact, the two have been merged. The new quarters are much larger than the old, and with twelve good-sized demonstration rooms, tastily fitted up and furnished, afford ample room and adequate facilities for the transaction of business. The records are shelved in the rear of the demonstration rooms, into which are openings sufficiently large to contain a machine for demonstrating purposes. Separate rooms have been set apart for the different machines, Victors, Edisons, and Zonophones, and for cabinets and horns. The management report business excellent and improving.

W. H. Buescher & Sons are having a fine trade in Victor goods exclusively. "Results in September were very satisfactory, being much above the average, while sales so far this month have been surprisingly good," said Mr. Buescher, "and they are increasing in a manner highly encouraging. Our sales now are almost exclusively of Victrolas and the higher-grade Victor machines and records. The closing of the vacation season and the cooler weather are visibly favorably affecting record sales. Prospects for fall trade are certainly very bright, and with the three new Victrolas just on the market, we anticipate a phenomenal business."

Quiet optimism dominates the office of the U-S Phonograph Co. Not the optimism, apparently, which expects miracles to happen, and a national business to instantaneously spring into existence, but the resourceful belief in the merits of the U-S line and the realization that it takes time to accomplish great things. "Steady progress from day to day," seems to be the watchword of the company. "We are going ahead," said an officer, "steadily and very rapidly, when one considers the magnitude of the problems to be solved and the organization which must be perfected. The rate of production, both of U-S machines and everlasting records, is steadily rising, the sales department is keeping pace with the factory, and in our advertising department plans are maturing for the campaign which is to cover the country. In all four divisions of the business our progress is certain, steady and rapid." The growth of the business of the company has already necessitated more space, and none being available in the building occupied by the factory and offices, a part of an adjoining building has been secured, where the record department has been installed. The company contemplates soon erecting a factory wherein to house their entire plant.

J. J. Anderson, who succeeded O. E. Kellogg as manager of the talking machine department at H. E. McMillin's, reports business is very satisfactory. "It is especially good," said Mr. Anderson, "for Edison machines and records, for which there is a large demand. We are also having a fine trade in Victor goods, and the new Victrolas, ranging in price from \$75 to \$150, will prove without a doubt to be the best sellers the Victor Co. have ever put out."

Activity and an optimistic feeling prevail at the store of the G. J. Probeck Co., as are manifest in the daily receipt of new goods and local and out-of-town shipments. Mr. Robertson says: "There is every indication that conditions are shaping toward a very active fall and winter season in our line. Our summer business shows a marked improvement over that of a year ago. The Grafonola and grand opera division shows up well in the general results of our summer season, and judging from the large number of inquiries received, this is going to be a Grafonola year. The new series of Columbia grand opera records and the Blue Label records are selling well and users in general are enthusiastic in their praise of the new products. Columbia Indestructible cylinder records are actively increasing in demand among all classes of cylinder machine owners."

Business in both the retail and wholesale talking machine departments of Collister & Sayle shows increasing activity as the sporting season draws to a close. During the summer automobile, motorcycle, baseball and demands for other sporting

goods has been given attention at the expense of the talking machine. But now the latter are coming to the front and one of the large show windows is given to a fine display of Victrolas, Victor records and the latest in cabinets. Mr. Dorn said business was fairly good and daily showing improvement. He spoke in the highest terms of the excellence of the October records, and said they were meeting with the hearty approval of their many customers.

Continued increase in the volume of business is reported by the Eclipse Musical Co. "Good orders are coming in," said the manager, "from dealers throughout this section for machines, cabinets and records, and trade is good and improving. The demand for Victor goods is especially fine and the prospects are very flattering."

A very favorable month's trade in the talking machine department of the Goodman Piano Co. was said to have continued throughout the past month. "Machines are selling well and we have a good record trade, which is increasing continually," said the manager. Mr. Goodman said their piano trade was fully up to expectations and that they were doing a fine business.

John Reiling has built up a substantial, growing business in Columbia goods in the business center of the West Side. He states that trade is good and steadily improving. Owing to age and ill-health he wishes to dispose of the business, and says that it is a fine opening for a young man with some means.

TRADE NEWS FROM THE TWIN CITIES.

Having a Talking Machine Business in the Northwest Compared to Owning a Gold Mine—Business During September Double That for the Previous Month—Minnesota Phonograph Co.'s New Catalog.

(Special to The Talking Machine World.)

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

Selling talking machines in St. Paul and Minneapolis is much like owning a gold mine if the dealers are to be relied upon, and they are. Trade is good—better than it was last season, better than it was a year ago—and the dealers are justified in being enthusiastic over conditions.

"Our retail trade for September was just about double in volume over the corresponding month of last year," said Lawrence H. Lucker, president of the Minnesota Phonograph Co. "Our jobbing trade is very much larger, having grown constantly since we branched out into wholesaling, and is on a satisfactory basis."

The company have recently put out an artistic catalog devoted largely to Victrolas. The venture cost \$2,500, but will prove profitable. The new orders alone call for three carloads of Victrolas. The house is doing a fine business with the Edison machines and records, and on Monday ordered a carload of goods to keep up the stock. Mr. Lucker left Wednesday (October 5) for New York and the East to look over the talking machine field.

The Columbia Phonograph Co. have placed H. R. Peterson in charge of the Dictaphone department in the St. Paul branch. He has had good success. The machines are fitly established in both cities as office necessities.

C. A. Carlson, manager of the talking machine department of the New England Furniture Co., finds the retail business entirely satisfactory. The demand for records has been particularly strong, and this is well. The prospects for a good fall business in the best classes of Victor and Edison instruments are excellent.

There never has been a time when there was not an opportunity for every man who was willing to take advantage of it, and the opportunity of doing a good business never was better than at the present time. The thing to do is to take advantage of this opportunity and make every effort count in getting every dollar's worth of business that you can at a profit.

All things work for your good when you are running in harmony with your house and in line with your house.

There is no gamble-guessing about the possible profit in handling Columbia Grafonolas. You can rattle it around in gold coin even if you only lay out a few dollars in getting started with a "Mignon."



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

TRADE ON THE PACIFIC COAST.

Business Shows Steady Improvement with Both the Dealers and Jobbers—Many New Stores and Departments Started—Novel Electrical Reproducer—Pacific Phonograph Co., Add Another Floor—Some Personalities—New Styles of Victrolas Please the Coast Trade—Columbia Co., Activities—General Summary of the Month's News.

(Special to The Talking Machine World.)

San Francisco, Cal., Oct. 3, 1910.

Trade has been steadily picking up in the Coast district, and with the beginning of fall, conditions in general are much better than at any time since last Christmas. The retail stores in this city are getting at least a satisfactory volume of business, the talking machine department being considerably busier than most lines of musical goods. The wholesale trade, however, is in an especially flourishing condition. Supplies have been largely increased during the last month at the local distributing houses, and deliveries to the outside trade are growing to large proportions. The rush will come within the next month or two. Retailers all over the country have placed their fall orders earlier than usual, buying for delivery in the latter part of October and November, but new business is still coming in. Many new stores or departments are being started all over the Coast, and there has been a particularly strong tendency among small stores in country towns to put in this class of goods. The new dealers are starting in in an energetic manner, placing liberal initial orders, and there seems to be plenty of money everywhere. New developments in the way of accessories and high-class machines are receiving a great deal of attention, and the better class of records are gaining steadily.

A novel electrical reproducer, invented by local people, was displayed at the Pacific Coast Electrical Exposition in this city last month by the Decker Electric Co. The device was used in connection with a No. 5 Victor machine furnished by the Wiley B. Allen Co., and will transmit the sound any reasonable distance, reproducing it almost as loudly and distinctly as the largest and most expensive machines. It is designed especially for use in connection with moving picture shows, a large number of which have opened here recently.

The Pacific Phonograph Co. have acted upon the proposition recently made to take on another floor and are now fitting up the fourth floor of the Bass Hueter Building on Mission street, where it will keep an additional supply of records, horns and cabinets. The goods are to be arranged in the same convenient manner as in the present quarters on the fifth floor, and the space will be more than double that occupied during the summer. This will give the company about the largest establishment in the West devoted to this class of business. The company have just received one of the largest shipments of machines that ever came to the Coast, a straight carload of Edison machines, and supplies have been arriving rapidly all

month. Among the new arrivals is the new reproducer for the Triumph machine, which is very well received by the trade. This company's outside men have been giving a good account of themselves the last month, particularly in northern California and Oregon, where they have put in a number of new stocks, and orders are on the books for later shipments to all parts of the State. J. McCracken has been spending most of his time in Oregon and is now in Portland. G. M. Jones is getting ready to start on the road within a few days and will go as far south as San Diego. This company have taken the agency for the Music Master wooden horn for the State of California.

James Black, manager of the talking machine department of the Wiley B. Allen Co., who has been East for some time in company with Mrs. Allen, is expected here about October 5. He has been on a visit to the Victor factory, to take a look at the new types of machines.

Andrew G. McCarty, of Sherman, Clay & Co., is well pleased by the announcement of the new style Victrolas, which this company expect to have in stock within the next three weeks. He believes that the prices on the new goods will be a great attraction, and will bring in a large amount of business that was not touched by this class of goods in the past. He has already received a large number of advance orders for these machines. He says the Victor business in general is keeping up in fine style, the retail sales of Victrolas having increased about 25 per cent. over the same time last year.

Mr. Grob, of Benj. Curtaz & Son, reports a material improvement in the talking machine department, with a number of Victrola sales in the last few weeks. He is also well satisfied with the present volume of sheet music business.

E. W. Scott, local manager for the Columbia Phonograph Co., has returned from Sacramento, where he went to look after the company's interests at the State Fair.

Walter S. Gray, Coast manager for the Columbia Phonograph Co., completed his tour of the Coast in company with General Manager Geo. W. Lyle early in September, returning to the San Francisco office about the middle of the month, and Mr. Lyle went east from Los Angeles. They spent a few days in San Francisco during the Native Sons' celebration, but most of their attention was given to the outside territory, which is developing more rapidly than ever before in the talking machine line. Mr. Gray says the strong advertising campaign conducted for the last few years by the Columbia Phonograph Co. are now beginning to bring good results, even in the most out-of-the-way places, and that these machines are coming into strong demand in all parts of the country. He is very enthusiastic over the outlook all over the Coast, and especially in the South, where Columbia goods now have a very strong foothold. In Los Angeles, he says Broadway is now becoming quite a talking machine row, and he found the Grafonola Regent displayed in the window of every store on that street which handles talking machine goods. He reports

When in need of Talking Machine Needles

go to

FR. REINGRUBER

Schwabach, Bavaria

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

a great increase in the general volume of business over a year ago.

W. S. Storms, traveling for the Columbia in central California, has just returned from the San Joaquin valley. He says it was the best trip he has had for eight months, and that the country is in excellent condition, crop returns are coming in, and everybody has plenty of money. On this trip he sold Columbia goods to five new stores, which will handle this line exclusively.

A. G. Farquharson, who covers southern California and Arizona for the Columbia Phonograph Co., is getting a reputation as one of the most popular road men on the Coast, and is making a fine record in the matter of sales as well. He is just starting from his Los Angeles office on his regular fall trip.

The Wiley B. Allen Co., who recently moved their Sacramento branch into the quarters vacated by Kohler & Chase, has fallen heir to the Columbia business at that place, which has been conducted without interruption at the same location.

TALKERS IN THE EVERGLADES.

Alanson Skinner Discusses Visit to Survivors of Seminoles in Florida Wilderness—Finds They Appreciate Possession of Up-to-Date Talking Machine Outfits.

Alanson Skinner, who with three companions in two canoes passed completely through the Florida Everglades as an expedition for the American Museum of Natural History, has just returned to New York from what he describes as the land of the free and the home of the brave. The Seminole Indians, who inhabit the little hummocks in the watery waste of the interior of southern Florida, are truly the free men of this continent. They are neither citizens nor wards of this or any other government. Indeed, they have no government of their own beyond a sort of tacit understanding that the elemental virtues shall be enforced among the remnant of the once powerful nation, which numbers at the present time 300. Nevertheless, in their swamp islands, the Seminoles have phonographs and thus have made provision for their amusement and instruction. Although nominally outcasts, they recognize the value and influence of the talking machine.

SOME IMPORTANT SUGGESTIONS.

A successful retailer in the Southwest has thrown out the following suggestions, which are well worthy of passing along:

"You should always know what you owe, and when it becomes due.

"You should always know what is due you, and when it is to be paid.

"You should know your ability for paying before buying.

"You should also know the way of collecting before selling.

"You should watch your percentage of profit, and by means know what portion of your profit goes for expenses to keep your business up to the standard."

MONTH'S DOINGS IN INDIANAPOLIS.

Dealers Much Encouraged at Way Fall Business Has Opened Up—Reports from Individual Stores—Grafonola Used to Advantage in Theater—Placing a Large Number of Edison Business Phonographs—Rapid Growth of the Victor Department of the Aeolian Co.—Other News of Interest,

(Special to The Talking Machine World.)

Indianapolis, Ind., Oct. 8, 1910.

The talking machine business in Indianapolis was fairly good during the month of September and the trade was such as to encourage the dealers in preparing for the fall season.

Stuart G. Barrett has joined the local force of the Columbia Phonograph Co. and will care for the Dictaphone business of the company. Mr. Barrett's first week in the business was successful. He secured orders for several machines.

Mr. Haugher, of Haugher's clothing store, is well pleased with the way his new talking machine advertising plan is working. He uses a Columbia Twentieth Century graphophone in his store with specially prepared records calling attention to his stock. The innovation was started during the State Fair and was so successful that it was made a regular feature.

The Majestic Theater, which is now used by a stock company, is using a talking machine to good advantage. In its new line of plays, the theater had no use for the calcium light and its place has been taken by a Grafonola Ragent, which is played during intermission and for cues. Such as stringed effect records are used and the results have been very good, as the audiences have been kept guessing as to where the music was coming from.

The Hampton Printing Co., in West Maryland street, are handling the Edison business phonograph, and have succeeded in placing a number of

machines. This branch of the business is in the hands of the young Mr. Hampton of the firm.

W. W. English, who until recently had been doing road work for the Kipp-Link Co., Edison jobbers, is now with the Wulsehner-Stewart Co. talking machine department, and is meeting with excellent success. He is going after the business vigorously.

W. W. Kipp, of the Kipp-Link Co., has been keeping in touch with his agencies and finds much encouragement in the outlook.

W. S. Barringer, manager of the talking machine department of the Wulsehner-Stewart Music Co., has been selling a few talking machines himself just to keep his hand in the game. The Victrola business of this company is good. He has also been ordering his stock in preparation for a good fall and winter business.

"We have been doing better than we had expected we would be doing at this time," said Mr. Barringer. "The store is getting established and people are beginning to understand that we are in the business for keeps. I increased my order for new Victrolas Nos. 10, 11 and 14. I have sold about all that were ordered. I believe these machines are going to be winners."

The Wulsehner-Stewart Co. handle Edisons and Victors, doing a big jobbing business.

The Musical Echo Co., who handle Victor machines, report a nice business for September, with a good record sale.

P. J. Stockton, formerly with the Wulsehner-Stewart Co., has entered the stocks and bonds business in Indianapolis.

Warren E. Bird, who formerly had the Dictaphone business in Indiana, is thinking of going to Chicago to enter the advertising field.

The Victor department of the Aeolian Co. grew so rapidly in September that the company felt justified in engaging Miss Irene Traub to take care of the customers for records. Miss Traub had had several years' talking machine experience in Anderson, Ind. With her employment Mr. Jones, who has charge of the department, will have more time for the Victrola prospects. All of the talking machine booths in Aeolian Hall have been well arranged and everything is ready for an active season.

The Wulsehner-Stewart talking machine department, according to letters that are being sent out, tried an experiment in August that proved successful. Twenty-four Victor talking machines, each with several records, were sent to the homes of people who had refused even to consider buying talking machines. At the end of thirty days seventeen of the machines had been sold.

OFFER COPY OF INTERESTING DECISION.

A verbatim report of the evidence and the judgment in the case of the Gramophone Co. vs. the Registrar of Trade-marks, in which the applicants sought to register as a trade-mark the word "Gramophone"—the application being dismissed with costs by the judge—has been published by the Phono Trader Printing & Publishing Co., Ltd., 1 and 2 Whitfield street, Finsbury, London, E. C., from whom it may be obtained post free for seven stamps.

A. RAYMOND & CO. SUCCEED.

A. Raymond & Co., 129 Fulton street, New York, who some twelve months ago took over the Snyder Sporting Goods Co., are building up an excellent business and constantly broadening out their lines, and in this connection state they find The Talking Machine World most helpful.

POINTERS ON AVOIDING LOSSES.

Said a merchant: "Our remedies in avoiding losses are chiefly as follows: Do not carry too many of your business eggs in one basket. Consider character and ability before capital. If we take a large risk, it is based on character more than capital. We have had cases where we have given credit for nearly three times the amount of responsible capital, and not lost a penny. But in such cases the very inside of character must be known."

HAND COLORED

Local View Post Cards **MADE TO ORDER**



Made from any fair photo and delivered in 2 to 3 weeks. **\$7.20** for 1000

The Best Made in America

SEND FOR SAMPLES

Blue Delft (two colors) **\$5.00** for 1000

Season, Floral, Comics, Greeting Cards, etc.,

Direct from Factory

NATIONAL COLORTYPE COMPANY

Department 9

CINCINNATI, OHIO

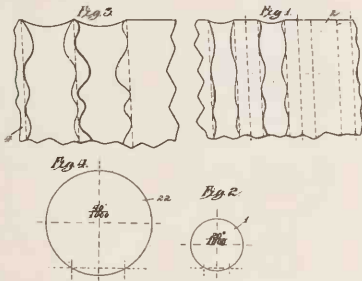
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

Specially Prepared for The Talking Machine World.

Washington, D. C., Oct. 8, 1910.

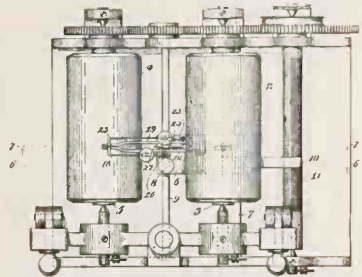
METHOD AND APPARATUS FOR MAKING SOUND RECORDS. Thomas A. Edison, Llewellyn Park, Orange, N. J. Patent No. 970,615.

This invention relates to an improved apparatus for making phonograph or other talking machine records, and the object is to secure a sound record which shall be of practically exact quality, and at the same time very loud. Such a record when secured may be used directly on the phonograph or other sound reproducing machine, but it is preferably employed as a master from which copies are obtained by any approved process of duplication, as, for example, by a molding operation.



The invention is practicable for use not only for the production of phonograph records, but also for the production of so-called gramophone records, wherein the record exists as a sinuous groove of substantially uniform depth.

In making a sound record of either of the types referred to there are certain factors which enter into the operations and by reason of which the quality of the recorded sounds is affected so that the record is not truly representative of the original sounds. The most objectionable of these disturbing influences encountered in experiments in phonographic recording is due to the inertia and momentum of the diaphragm and the recording devices, carried by or connected with the same. As a result, when the diaphragm is subjected to vibrations of considerable amplitude the momentum of the parts causes the recording knife to cut to a



disproportionately great depth, and this aberration is manifested in the succeeding vibrations. Consequently it is found that the quality of the recorded sounds is in inverse ratio to the loudness thereof, so that when the attempt is made to make a very deep record, or a record of great amplitude, the louder notes are generally of poor quality and are out of proportion to the notes or sounds of less amplitude. Another disturbing influence which is encountered in experiments with the phonograph, and by which the quality of the records is affected, is due to the fact that the horns heretofore used have been responsive to certain tones, either fundamental or secondary, within the range of ordinary music, and in consequence such tones are greatly emphasized and become objectionably distorted in the reproduction. Obviously, the tones which may thus become unduly amplified depend upon the length of the horn used, but since it has been heretofore necessary to employ horns of considerable length, say from 18 to 36 inches, in order that the sounds may be properly collected to make the record loud enough for practical pur-

poses, the tones to which they may be responsive, either fundamental or secondary, will always exist in the range of ordinary music. It is not certain that these objections have ever been successfully overcome, and heretofore the volume of a phonograph, or other sound record has been largely restricted because of the same. The object of the invention is to overcome these objections.

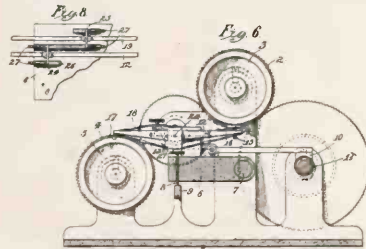
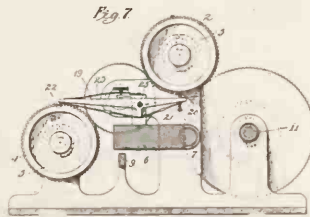


Figure 1 is a diagrammatic view showing a portion of the original master, or metallic copy thereof. Fig. 2 is a cross-sectional view through the original recording style, showing a recorder .020 of an inch in diameter, the scale being one-half that of Fig. 1; Fig. 3, a diagrammatic view



of the amplified duplicate record; Fig. 4, a cross-sectional view through the recorder used in cutting the amplified duplicate, illustrating the same cutting to its full depth, the scale being one-half that of Fig. 3; Fig. 5, a plan view of a preferred embodiment of the mechanical duplicating apparatus; Fig. 6, a cross-sectional view showing the shaving knife for trimming the blank to the exact shape and size of the original record; Fig. 7, a corresponding view showing the mechanism for securing the amplified copy of the original record, and Fig. 8, a sectional view on the line 8-8 of Fig. 6. In all of the above views corresponding parts are represented by the same numerals of reference.

PHONOGRAPH-REPRODUCER. Anthony Urbahn, Minden, Ia. Patent No. 970,142.

This invention relates to phonograph reproducers and has for its object to enable the loudness of the sound to be varied as may be desirable, in view of the size of the room in which the phonograph is operated, or in accordance with the character of the music or other matter played. For this purpose there is provided a certain novel construction of a variable connection between the vibrating diaphragm and the record-engaging point or jewel.

Figure 1 is a perspective view showing the improvement applied to the reproducer of a Columbia cylinder phonograph; Fig. 2 is a separate view of the reproducer lever, with parts in section, to disclose the improved construction of this part, and Fig. 3 is a cross-section on the line 3-3 of Fig. 2, showing also, in dotted lines, the fulcrum of the reproducer lever.

RECORD-EJECTOR FOR PHONOGRAPHS. Elam Gilbert, Portland, Ore.; Mattie R. Gilbert. Patent No. 969,946.

The present invention relates to a new and useful device whereby the record of a phonograph or graphophone may be automatically ejected from the record cylinder without injury to the wax surface of the said record, thereby obviating mutila-

tion of the record by being required to loosen and draw the record from the record cylinder by hand.

Figure 1 is a detail front view in elevation, partly broken away, illustrating the position of the ejector when thrown to eject the record from the record cylinder; Fig. 2 is a front view illustrating the position of the ejector when the record is inward its full distance; Fig. 3 is a top plan view of the mechanism disclosed by Fig. 2 of the drawings, the record and the record cylinder being partly broken, and Fig. 4 is an end view in elevation, the record being broken away.

PHONOGRAPH, GRAPHOPHONE AND LIKE INSTRUMENT. Emil G. H. Stein, New York. Patent No. 969,917.

The object of this invention is to do away with the harsh and metallic sounds usually produced by talking machines, and this object is accomplished by means of an improved resonance box attachment which is substituted for the usual delivery horn, and may be attached to or used in connection with machines of the class specified without in any way changing or interfering with the construction of the machine or the box thereof.

Figure 1 is a side view of an ordinary graphophone and showing improved resonance box applied thereto, said box and its attachments or connections being shown in sections; Fig. 2, a plan view of the device as shown in Fig. 1; Fig. 3, a front view of the device looking in the direction of the arrow x in Fig. 1; Fig. 4, a partial section on the line 4-4 of Fig. 3, and Fig. 5 a partial section on the line 5-5 of Fig. 3.

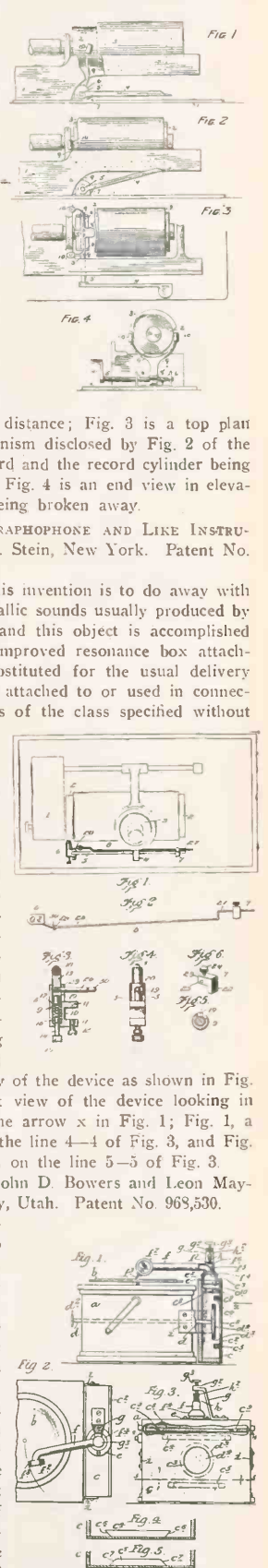
PHONOGRAPH. John D. Bowers and Leon Mayhew, Salt Lake City, Utah. Patent No. 968,530.

The present invention relates to phonographs, and particularly to attachments for automatically stopping the machine when the record has been played.

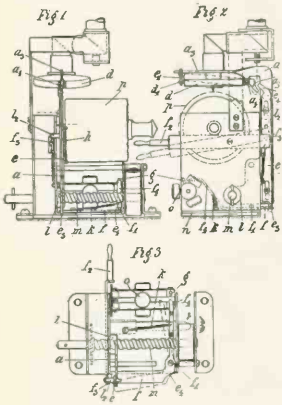
Figure 1 is a plan view of a phonograph machine showing the invention applied; Fig. 2 is a view of the invention detached from the machine; Fig. 3 is a vertical sectional view of Fig. 4, on the line 3-3; Fig. 4 is an elevation of the braking device; Fig. 5 is a sectional view on the line 5-5 of Fig. 4, and Fig. 6 is a detail view of the trip detached.

TALKING-MACHINE. Max Oscar Arnold, Neustadt, near Coburg, Germany. Patent No. 969,239.

The present invention has reference to improvements in talking machines and relates more especially to that class of talking machines known as phonographs, in which the recorder and reproducer travel longitudinally of the revolving cylindrical



record, and the invention more particularly has for its object certain improvements in this type of machine, which render it readily adaptable to be arranged within a relatively small space, as, for instance, within the body of a doll or the like. The construction is simple, of small dimensions, light of weight, yet strong and not liable to become disordered or broken. The reproducer is limited in its lateral displacements, so that one-sided overbalancing of the containing body is obviated, which in the constructions now in use is apt to cause toppling over of the doll upon the recorder reaching one of its end positions. And,



lastly, are provided means whereby the main spring cannot wholly run down or be over-wound, so that the reproducer travels with a constant velocity, thereby assuring correct and even reproduction of the phonogram.

Figure 1 represents a rear view of a machine embodying the essential parts of the invention; Fig. 2 shows a side elevation, and Fig. 3 a horizontal section, just above the driving spindle.

SOUND-REPRODUCING DEVICE FOR TALKING MACHINES. Lumen Griffith, Hudson, Mich. Patent No. 971,442.

This invention relates to a sound reproducing device for talking machines and has for its principal object to provide a novel supporting means for the record needle or stylus and to so operatively connect such needle with the diaphragm of the sound-box that a superior reproduction of sounds is possible.

Another object of the invention is to provide an extremely simple, practical and durable device of this character of such design that the parts are interchangeable and are so delicately adjusted and positioned that the records can be made finer in vibrating lines and perfect natural tones reproduced, and at the same time the weight borne by the record from the stylus or needle will be lessened, with the result that the scratching sounds will be practically eliminated.

In the accompanying drawing, which illustrates one embodiment of the invention, Figure 1 is a plan view of the sound reproducing device; Fig. 2 is a side view thereof, and Fig. 3 is a section on line 3-3, Fig. 1.

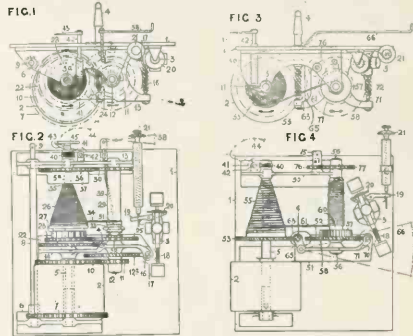
SOUND RECORDING AND REPRODUCING MACHINE. George Oulton, Charles Ablett and William Lightfoot, Liverpool, Eng. Patent No. 971,068.

This invention relates to improvements in or connected with machines for recording and reproducing sounds on flat discs.

The improvements refer to such machines in which the relative surface speed between the stylus and the spiral record line is intended to remain constant so that a symmetrically progressive angular speed of the table in machines in which the record commences at the periphery of the disc and a symmetrically retrogressive angular speed when the record commences near to the center of the disc is necessary. Hitherto in machines characterized as above stated the differential speed of the table has been obtained by continuously varying the speed of the centrifugal governor through a friction device or brake in some cases and in others by using a variable speed friction driving gear with a constant speed motor. Neither of these methods have given satisfactory results in

practice for a reasonable length of time, owing chiefly perhaps to the tendency of surfaces in frictional contact only to slip, especially as they become worn.

The object of this invention is to overcome the defects of machines in which friction is relied upon to obtain differential driving. As machines both for recording and reproducing only require to work without stopping for a period of time equal to that which is necessary for the longest record, we take advantage of this fact and employ a method of driving which would be unsuitable if the machine had to be continuously driven for an indefinite time without stopping. According to this invention the number of turns of the table and the speed thereof are governed by the length and surface speed of a flexible driving band fixed at one end of a shaft controlled to turn at a constant angular speed and wound thereon with convolutions of symmetrically increasing sizes, the surface speed and motion of the band when being

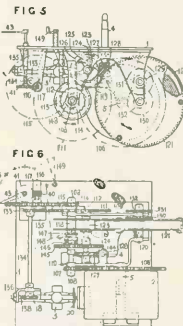


wound on or off the constant speed shaft being transmitted to another shaft, which turns the table directly or through gearing.

The accompanying drawings show the improvements embodied in three differently constructed machines for reproducing purposes, the machines being provided with spring motors of the usual kind. Alternately an electric motor may be used. The attachment for recording purposes is not shown in the drawings, as it does not form part of the invention.

Figures 1 and 2 of the drawings represent in elevation and plan looking from underneath, respectively, the mechanism of a sound reproducing machine embodying the improvements. Figs. 3 and 4 represent similar views

of a modified construction of the improved machine. Figs. 5 and 6 also represent similar views



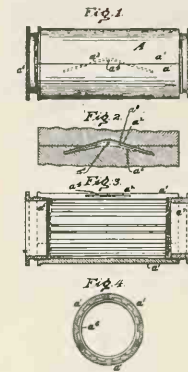
of another modified construction of the improved machine.

MANDREL-SLEEVE FOR PHONOGRAPH RECORDS. Walter C. Runge, Camden, N. J., assignor to Royal Phone and Phonogram Co., Boston, Mass. Patent No. 966,771.

Some phonographs are provided with tubular mandrel sleeves which may be slipped on and off the arbor of a phonograph and have phonograph records tubularly engaged with them.

This invention relates to such a mandrel sleeve made capable of expanding and contracting for the purpose of respectively securing and releasing a phonograph record.

In the accompanying drawings: Fig. 1 is a side view of a mandrel sleeve embodying the improvement. Fig. 2 is a section through a portion of the circumference to illustrate the means of connecting segments which are comprised in the mandrel sleeve. Fig. 3 is a central longitudinal section of the mandrel sleeve. Fig. 4 is a transverse section of the mandrel sleeve.



FORGET IT!

If you've made a grave mistake—
One you didn't mean to make,
Just—forget it!

Don't let it cause you pain,
Just don't make the same again;
And—forget it!

There are many more like you,
Who have done the same thing, too,
So—forget it!

There's a future in this world,
And to those it is unfurled
Who—forget it!

So just buckle up your mind,
And encouragement you'll find
To—forget it!

Make your mind "to dare and do,"
And good things will come to you;
So—forget it!

Real advertising does just what the personal salesman does: It is a presentation of the merit of the thing or service for sale.

THORN NEEDLES

Continue to grow in popularity. Slowly but surely they are winning favor with the trade, because dealers are learning that it is the **ONLY WOOD NEEDLE THAT THEY CAN DEMONSTRATE**

They Do Please the People and Are Easy to Sell

Many a Victrola sale has been made because the Thorn Needle was used in the demonstration. It eliminates all scratching, and no change is necessary in the Reproducer. Thorn Needles are easy to handle. They play several records, and positively do not wear out or injure a record.

THORN NEEDLES, Boxes of 100, RETAIL 35 CENTS
THORN NEEDLE HOLDERS, - EACH 25 CENTS
Liberal Discounts to the Trade

Send 35c. in stamps for sample box of 100 Thorn Needles and Thorn Needle Holder.

J. W. JENKINS' SONS MUSIC CO.
VICTOR TALKING MACHINE DISTRIBUTORS **KANSAS CITY, MO.**

RECORD BULLETINS FOR NOVEMBER, 1910

NEW VICTOR RECORDS.

- 5798 Falcon March (Chambers). Arthur Pryor's Band 10
31798 Symphony in B Minor (Unfinished) (Schubert). Arthur Pryor's Band 12
5795 Night Brings the Stars and You (Lamb-Henry). Tenor Solo by George M. Carré (with Orchestra) 10
5799 Play That Barber Shop Chord (Muir). Billy Murray and American Quartet (with Orchestra) 12
31797 Gems From "Martha" (Flotow). Chorus of Servants—Quartet, "Swains So Shy," "Last Rose of Summer," "Good Night Quartet," "May Dreams Transport Thee," "Finale, "Ah, May Heaven Forgive Thee." Victor Light Opera Company (with Orchestra) 12

NEW PURPLE LABEL RECORDS.

- Scotch Specialties by HARRY LAUDER (with Orchestra). Size.
60010 Queen Among the Heather. 10
60006 A Trip to Inverary. Flute Solos by JOHN LENMONE. 10
60026 The Spinning Wheel (Spindler). 10
70023 By the Brook—Idyll (accompanied by Mme. Melba) (Paul Wetzger). 12

NEW RED SEAL RECORDS.

- MME. MELBA, Soprano (with Orchestra Accompaniment).
88064 Traviata—Ah, Fors e Lui (The One of Whom I Dreamed). Italian. Verdi
88065 Good-Bye. English. Tosti
88066 Faust—Air des Bijoux (Jewel Song). French. Gounod
88067 Noze di Figaro—Voi Che Sapete (What Is This Feeling). Italian. Mozart
88068 Sweet Bird, That Shunn't the Noise of Folly, from "Il Penseroso" (Flute Obligato). English. Handel
88071 Lucia—Scent Della Pazzia (Mad Scene) (Flute Obligato by John Lemmore). Italian. Donizetti
88073 Boheme—Addio (Farewell). Italian. Puccini
88075 Lo, Here the Gentle Lark! (Flute Obligato by John Lemmore). English. Bishop
88074 Boheme—Mi Chiamano Mimi (My Name Is Mimi). Italian. Puccini
88075 Tosca—Vissi d'Arte (Love and Music). Italian. Puccini
88076 Se Saran Rose (When Bloom the Roses) (Melba Waltz). Italian. Ardit
88148 Otello—Salce, Salce (Willow Song). Italian. Verdi
88149 Otello—Ave Maria (Hail, Mary). Italian. Verdi
88189 Oh, Lovely Night. English. Ronald
88250 Le Roi d'Ys—Vainement, Ma Bien Aimee! (In Vain My Beloved). French. Lalo
88251 Hamlet—Scene e Air d'Ophelie (Mad Scene of Ophelia). French. Thomas
88252 Don Caesar de Bazan—Sevilliana. French. Massenet

NEW VICTOR DOUBLE-FACED RECORDS.

- 16646 Silver Bell (Wenrich-Madden). Peerless Quartet 10
In the Gloaming (Harrison). 10
16647 Bridal Song (from Rustic Wedding Symphony) (Goldmark). Pryor's Band 10
Le Secret—Intermezzo (Gautier). Pryor's Band 10
16648 Let George Do It (Plantados). Eddie Morton 10
Conversations (Redmond). Edward M. Favor 10
16649 Hiding in Thee (Cushing-Sankey). Anthony and Harrison 10

- Little Boy Blue (Eugene Fields). Edgar L. Davenport 10
16651 Gilmore's Triumphal March (Brooke). Pryor's Band 10
Major Ferreé March. Banda Pabellon de Rosas 20
16652 "Girofé-Girclá" Selection (Lecoco). Pryor's Band 10
Ciribirihin (Pestalozza). Waltz Song. Mmc. La Bianca 10
16653 You'll Come Back (Drislane-Meyer). Morris and Murray 10
"Jinín" the Church. Golden and Hughes 10
16654 Moonlight in the Forest (Le Thiere) (Dance of the Sylphs). Pryor's Band 10
Old Folks at Home (Suance River) (Foster). Marguerite Dunlap 10
16727 I've Got the Time, I've Got the Place, But It's Hard to Find the Girl (Henry-Macdonald). Henry Burr 10
The Railroad Section Gang (Introducing "Drill, Ye Tarriers"). Peerless Quartet 10
16728 The Barn Dance (Kerry Mills). Collins and Harlan 10
The Dublin Rag (Atteridge-Schwarz). Favor and American Quartet 10
16729 Pretty Black Eyed Susan (Seltzer). Song and Dance. Pryor's Band 10
Yucataná Man (Rosenfeld-Henry). Collins and Harlan 10
35126 Luna Walzes (from "Frau Luna") (Lincke). In slow waltz time. Pryor's Band 12
When the Robins Nest Again (Frank Howard). Will Oakland 12
35132 Bohème Fantasie (Puccini) (Cello). Victor Sorlin 12
"Calm Sea and Happy Voyage" Overture (Mendelssohn). Pryor's Band 12
35147 Lohengrin Selection, No. 2 (Wagner). Pryor's Band 12
Meditation from "Tháis" (Massenet). Intermezzo Religieuse. Piano Accompaniment. Howard Kattay 12

COLUMBIA 10-INCH DOUBLE DISC RECORDS.

- A905 Meet Me To-Night in Dreamland (Leo Friedman). Tenor Solo, Orchestra Accompaniment. Henry Burr and Tickle-Toes (Herbert Spencer). Soprano Solo and Quartet, Orch. Accomp. Miss Ada Jones and Brunswick Quartet (Two sides copyrighted, additional price, 4c.)
A906 Kiss Me (Ted Snyder). Contralto Solo, Orch. Accomp. Miss Elida Morris Come Along, My Mandy (Mellor, Lawrence and Gifford). Soprano and Tenor Duet, Orch. Accomp. Miss Ada Jones and Walter Van Brunt (Two sides copyrighted, additional price, 4c.)
A907 Ogalalla (Ted Snyder). Baritone and Tenor Duet, Orch. Accomp. Stanley and Burr Casey Jones (E. Newton). Baritone and Tenor Duet, Orch. Accomp. Collins and Harlan (One side copyrighted, additional price, 2c.)
A908 If This Rose Told You All It Knows (Theo. Morse). Tenor Solo, Orch. Accomp. Henry Burr Daddy (A. H. Behrend). Contralto Solo, Orch. Accomp. Miss Merle Tillotson (One side copyrighted, additional price, 2c.)
A909 Is There Anything Else I Can Do For You? (Ted Snyder). Soprano Solo, Orch. Accomp. Mary, You're a Big Girl Now (Heath and Bankhart). Tenor Solo, Orch. Accomp. Frederick V. Bowers (Two sides copyrighted, additional price, 4c.)
A910 Hiding in Thee (Ira D. Sankey). Baritone and Tenor Duet, Orch. Accomp. Harrison and Anthony

- In Thee, O, God, Do I Put My Trust (Max Spicker). Mezzo-Soprano, Orch. Accomp. Miss Edna Stearns
A911 Forest Birds (S. Mayr). Piccolo Duet, Orch. Accompaniment. Marshall P. Lufsky and Carmine Stanzione
Original Jigs and Reels, Introducing "The Chicken Reel" (D. S. Godfrey). Violin Solo, Orch. Accomp. George P. Watson
A912 Hontysuckle—Intermezzo (Albert Tizler). Prince's Orchestra
Narcissus (Ethelbert Nevin). Prince's Orchestra
A913 Bell Brandon (Francis Woolcott). Counter-Tenor Solo, Orch. Accomp. Frank Combs
The Vacant Chair (Geoff. F. Root). Counter-Tenor Solo, Orch. Accomp. Frank Combs

COLUMBIA 10-INCH DCUBLE DISC BLUE LABEL RECORDS.

- A914 I Need Thee Every Hour (Annie S. Hawks). Vocal Quartet, Male Voices, Unaccomp. Archibald Brothers Quartet
I Love to Tell the Story (Catherine Hanks). Vocal Quartet, Male Voices, Unaccomp. Archibald Brothers Quartet
A915 Constantly (Bert Williams). Baritone Solo, Orch. Accomp. Bert Williams
I'll Lend You Everything I've Got, Except My Wife (Harry Von Tilzer). Baritone Solo, Orch. Accomp. Bert Williams
A916 The Soldier's Farewell (J. Kinken). Vocal Quartet, Male Voices, Unaccomp. Archibald Brothers Quartet
The Hunter's Farewell. Vocal Quartet, Male Voices, Unaccomp. Archibald Brothers Quartet

COLUMBIA 12-INCH DOUBLE DISC RECORDS.

- A5226 Paris and Helena—Gavotte (Christoph Von Gluck). Instrumental Quartet. Stchl String Quartet
Humoresque (Dvorak). Violin Solo, Orch. Accomp. George Steh
A5227 Peer Gynt Suite No. 1 (Part III, Anita's Dance) (Edward Grieg). Prince's String Orchestra
Peer Gynt Suite No. 1 (Part IV, In the Hall the Mountain King) (Edward Grieg). Prince's Orchestra
A5228 The Gypsy (Three-Step) (Louis Ganne). Dance Music. Prince's Orchestra
O, Susanna (Schottische) (J. Hinsic). Dance Music. Prince's Orchestra
A5229 The Mikado (Vocal Gems) (Gilbert and Sullivan). Chorus, Orch. Accomp. Columbia Light Opera Company
The Mikado (Selections) (Gilbert and Sullivan). Prince's Orchestra

COLUMBIA 2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 1417 Persian March (Strauss). Band
1418 Top of the Morning (Bridget McCue) (Sterling and Ada Jones). Soprano Solo, Orch. Accomp. Ada Jones
1419 All That I Ask of You is Love (Selden and Ingraham). Tenor Solo, Orch. Accomp. Henry Burr
1420 I Know a Lovely Garden (Teschemacher and D'Hardelot). Tenor Solo, Orch. Accomp. Thomas Jackson
1421 Kerry Dance (Molloy). Brass Quartet
1422 When the Bloom is on the Heather (William Gould). Vocal Quartet, Male Voices, Orch. Accomp. Quartet
1423 Snyder. Does Your Mother Know You're Out? Yodie Song, Orch. Accomp. George P. Watson
1424 That Beautiful Rag (Berlin and Snyder). Baritone and Tenor Duet, Orch. Accomp. Collins and Harlan
1425 Hungarian Dance No. 5 in G Minor (Brahms). Orchestra
1426 Meet Me To-night in Dreamland (Whitson and Friedman). Tenor Solo, Orch. Accomp. Walter Van Brunt
1427 The Grandmother Song (Grossmutterchen) (Langer). Instrumental Trio
1428 Indian Summer (Niel More). Band
1429 Softly Now the Light of Day (Weber and Seymour). Tenor and Baritone Duet, Orch. Accomp. Anthony and Harrison
1430 Play That Barber Shop Chord (Tracey and Muir). Baritone Solo, Orch. Accomp. Arthur Collins
1431 The Coquette (Souza). Band

COLUMBIA—4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 3145 The Balkan Princess (Selection) (Rubens). Band
3146 Father O'Flynn (Graves and Stanford). Orch. Accomp. Robert Howe
3147 Honey I Will Wait for You (Longhake and Ed. Edwards). Baritone and Tenor Duet, Orch. Accomp. Stanley and Burr
3148 Annie Laurie. Orch. Accomp. Archie Anderson
3149 Intermezzo Johnson. Violin Solo. Stroud Haxton
3150 I Apologize (Brockman and Fitzgihons). Baritone Solo, Orch. Accomp. Arthur Collins
3151 In Happy Moments (Burns and Wallace). Baritone Solo, Orch. Accomp. Stanley Kirkby
3152 Sing, Smile and Slumber (Gounod). Instrumental Trio
3153 Sweet Spirit, Hear My Prayer (Wallace). Orch. Accomp. Wilfred Platt
3154 Amoretten Tante Waltz (Gungl). Band
3155 The Arcadians (Mv Motter) (Winperis and Talbot). Baritone Solo, Orch. Accomp. Harry Fay
3156 Queen Among the Heather (Lauder). Comic Scotch Song, Orch. Accomp. Sandy McGregor
3157 The Watermelon Fete (Thurman). Orchestra
3158 (a) Hish-shlo. Yodie Song. George P. Watson
(b) Hush-a-bye Baby. Yodie Song. George P. Watson
3159 The Arcadians (Selections) (Monckton and Talbot). Band

NEW EDISON AMBEROL RECORDS.

- 540 Marche Tartare. Sousa's Band
541 Red Wing. Frederic H. Potter, Chorus and New York Military Band
542 For You Bright Eyes. Miss Barbour and Mr. Anthony
543 Way Down in Cotton Town. Billy Murray and Chorus
544 Serenade (Schubert). Venetian Instrumental Trio
545 Dear Little Shamrock. Marie Narelle
546 Comic Epitaphs. Golden and Hughes

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- 547 Fantasy from "The Fortune Teller"..... Victor Herbert and his Orchestra
- 548 Any Little Girl, That's a Nice Little Girl, Is the Right Little Girl for Me.....Ada Jones and Chorus
- 549 O, Morning Land.....Stanley and Gillette
- 550 Lucy Anna Lou.....Collins and Harlan
- 551 When the Autumn Turns the Forest Leaves to Gold.....Manuel Romain
- 552 A Cowboy Romance.....Len Spencer and Company
- 553 Buck Dance Medley.....John Kimble
- 554 My Heart Has Learned to Love You, Now Do Not Say Good-bye.....Joe Maxwell
- 555 Coronation and Doxology.....Edison Mixed Quartet
- 556 The Fairest Rose Waltz.....Charles Daab
- 557 My Old Lady.....Will Oakland
- 558 Shipwreck and Rescue—Descriptive.....Peerless Quartet
- 559 The Enterpriser March.....New York Military Band

- 5659 A—Barn Dance.
 B—That Mesmerizing Mendelssohn Tune.
 Arthur Collins.
 - 5660 A—If He Comes In, I'm Goin' Out.
 B—I'm So Tired of Livin' That I Don't Care When I Die.
 Byron S. Harlan.
 - 5661 A—I've Got the Time, I've Got the Place, But It's Hard to Find the Girl.
 B—Don't Forget to Drop a Line to Mother.
 Henry Burr.
 - 5662 A—Sweet Julienne.
 B—Where the River Shannon Flows.
- MISCELLANEOUS VOCAL SELECTIONS, ORCH. AC.
- 5663 A—Any Little Girl That's a Nice Little Girl, Is the Right Little Girl for Me.....Billy Murray
 - B—Contribution Box.....Arthur Collins
 - 5664 A—The Girl With a Brogue.....Ada Jones
 - B—The Morning After the Night Before.....Billy Murray
 - 5665 A—My Soul Is Athirst for God.....Wm. Wheeler
 - B—When I Know That Thou Art Near Me.....Mr. and Mrs. Wheeler

GOOD ADVERTISING.

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

The groundwork 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.

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MAKE FIRST RECORD.

The Columbia Light Opera Co., recently organized by the Columbia Phonograph Co., General, has made its first record, which is made a special and goes on sale immediately. The record is A5229, double disc, with the vocal gems of "Mikado" on one side and the orchestral selections on the other. This record is in the "Blue Label" series."

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EDISON STANDARD RECORDS.

- 10436 Merry Maiden March.....New York Military Band
- 10437 Nix on the Glow-Worm, Lena.....Billy Murray
- 10438 That Beautiful Rag, Stella Mayhew and Billie Taylor
- 10439 I Wonder How the Old Folks Are at Home.....Will Oakland
- 10440 Highland Whiskey and Craig's Reel.....William Craig
- 10441 I'd Love to, But I Won't.....Bessie Wynn
- 10442 Softly Now the Light of Day.....Anthony and Harrison
- 10443 Nobody Seems to Love Me Now.....Joe Maxwell
- 10444 Angel Eyes.....Premier Quartet
- 10445 Wood and Straw Galop.....Charles Daab

EDISON GRAND OPERA RECORDS.

- 40031 Stradella—Serenade (Flotow). Sung in German. Orchestra Accompaniment.....Leo Slezak
- 30030 Favorita—Spirito Gentil (Donizetti). Sung in Italian. Orchestra Accompaniment.....Aristodemo Giorgini
- 40033 Madama Butterfly—Un Bel di Vedremo (Puccini). Sung in Italian. Orchestra Accompaniment.....Lucrezia Bori
- 4033 Madama Butterfly—Un Bel di Vedremo (Puccini). Sung in Italian. Orchestra Accompaniment.....Carolina Longone-White
- 35009 Lucia di Lammermoor—Aria del Follia (Donizetti). Sung in Italian. Orchestra Accompaniment.....Selma Kurz

AMBEROL RECORD BY BERNHARDT.

- 35008 Phèdre-La Declaration (Jean Racine).....Sarah Bernhardt

FOREIGN AMBEROL AND STANDARD RECORDS.

- BOHEMIAN—Standard.**
- 16539 Ztracené Stéti (Scarlat). Soprano Solo with Orchestra Accompaniment.....Frances Masopust
- BOHEMIAN—Amberol.**
- 9500 Opuštená (Kohoutka). Soprano Solo with Orchestra Accompaniment.....Frances Masopust
- NORWEGIAN—Standard.**
- 19900 Nu Fylkes vi Nordinaend (Teilman). Baritone Solo with Orchestra Accompaniment.....Otto Clausen
- NORWEGIAN—Amberol.**
- 9200 Den Store, Hvide Flok (Grieg). Sacred. Baritone Solo with Orchestra Accompaniment.....Otto Clausen

ZON-O-PHONE DOUBLE RECORD DISCS.

- 10-INCH ZON-O-PHONE CONCERT BAND.**
- 5654 A—Sir Nigel.
 B—La Corona.
- 5655 A—King Radium March.
 B—S. R. Henry Barn Dance.
- ZON-O-PHONE ORCHESTRA.**
- 5656 A—The Arcadians, Two-Step.
 B—Arcadian's Waltz.
- 5657 A—Visions of Salome, Valse Oriental.
 B—Songe D'Automne, Valse (Dream of Autumn).
- VOCAL SELECTIONS WITH ORCH. ACCOMP.**
- 5658 A—Singing Bird.
 B—There'll Come a Day.
 Arthur Collins and Byron G. Harlan.

MUSICAL SPEED INDICATOR.

Instrument Shows How Velocity Is Measured by Various Musical Tones—Series of Tuning Forks Employed for This Purpose.

A new speed indicator that shows, by different musical tones, the velocity to be measured, is described by a writer in La Nature, Paris. Its principle is not a new one, but it has only recently been adapted to practical use.

The Frahm speed indicator has been known to specialists for some time, but the great public is generally ignorant of the device, which is, nevertheless, remarkably ingenious and simple. It is based on the principle of mechanical resonance, having a series of tuning forks, each adapted to a number of vibrations of definite period. As soon as the fork tuned to these vibrations is set in motion all the others remain immovable. It is known how many vibrations it makes per second, and this is sensibly equal to that of the object whose speed is to be measured.

The application of this principle to the measurement of the speed of a rotating machine is simple enough. A rotating machine, no matter how perfectly balanced, always presents defects of centering that cause slight shocks at each revolution—slight, but always enough to influence the indicator. Again, if these vibrations, due to the non-coincidence of the axes of rotation and of inertia of the rotating piece, are found to be too feeble, nothing is easier than to amplify them for transmission to the indicator. In general, the speed indicator is mounted directly on the axis whose speed of rotation is to be measured, without any mechanical intermediary. The use of these indicators is beginning to spread rapidly.

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