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.
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 Mirksey, 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.

Newark, N. J.
BUSINESS-GETTING LETTERS.

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

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

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

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

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

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

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

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

Reproduction of letters intended for circularizing by typewriting machines is a costly and slow job.

The "most efficient man at his greatest efficiency" is the result of Mr. Miller's own genius. Mr. Miller is something of an artist in the burhst woodwork field, and his residence at Wausau is filled with burnt wood etchings, several of which are seen back of the talking machine and the cabinet. The cabinet displays a beautiful pastoral scene, entirely designed and colored, revolving as the disc turns. To this shaft is attached a number of jointed figures. To this shaft is attached a number of jointed figures. In contact with the record disc and revolving shaft across the top.


A young man has grown up in the business and will be a valuable aid to his father.

Price Ten Cents
AFTER THE HOLIDAYS.

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

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

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

If you take the advice of one who wishes you well you will do your heaviest armor and enter the lists of 1911 with your sword drawn, lance in rest, champing as a battle-cry, “Ere claims!”

The new products that have come to you from the manufacturers this year are as meritorious as they are numerous and they will help you advance the spark to the limit, regardless of the pace you have set for yourself. If you are the business man I think you are, you will tell your salesmen to mob their products. They carry conviction; they are full of selling literature, be it catalog, booklet, magazine or newspaper advertisements, are the illustrations.

If you take the advice of one who wishes you well you will do your heaviest armor and enter the lists of 1911 with your sword drawn, lance in rest, champing as a battle-cry, “Ere claims!”

You can do it, and it will be a cinch, too; don’t despise it, but think it over, and then if you are assured that it can be done—then if you are to be in among the sure winners this winter season—open up your own think tank if you have one; it will be a Christmas present and don’t know it; therefore, the moral of this first spasm is—Keep them all to the front all the time; enroll all your customers which have bulged the pages of your songbook, and when his customers ask him about it he explains that it will be a peck of fun for them to hold a concert some evening in the near future, sending out as invitations miniature records, both Victor and Edison, are being filled with records of the most incomparable talent. As a finale, allow me to give you some good advice regarding advertising literature: The new products that have come to you from the manufacturers this year are as meritorious as they are numerous and they will help you advance the spark to the limit, regardless of the pace you have set for yourself.

If you take the advice of one who wishes you well you will do your heaviest armor and enter the lists of 1911 with your sword drawn, lance in rest, champing as a battle-cry, “Ere claims!”

If you take the advice of one who wishes you well you will do your heaviest armor and enter the lists of 1911 with your sword drawn, lance in rest, champing as a battle-cry, “Ere claims!”

The new products that have come to you from the manufacturers this year are as meritorious as they are numerous and they will help you advance the spark to the limit, regardless of the pace you have set for yourself.

IfflEGET.IT=ALL.

-TC-r a -Success--

Mrs. John Smith leggs the pleasure of Your company at her home on Saturday evening December 26th, 1908, to hear HARRY LAUDER.

A SAMPLE POSTER FOR PUBLICITY PURPOSES.

HOSPE CO. ENLARGE DEPARTMENT.

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

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

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

It appeals to the best class of people. Many people who have not bought a regular Victor become ready customers for the Victrola.

The profit is liberal; and Victrola buyers are the biggest customers for Victor Red Seal Records—a profitable business in itself. Most Victor dealers have added the Victrola to their stock, and are making money with it. Why not you?


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

LIST OF VICTOR DISTRIBUTORS

El Paso, Tex. .............. W. G. Wall Co.
Galveston, Tex. ............. Ben. Goggin & Bros.
Honolulu, T. H. .......... Bergstrom Music Co., Ltd.
Indianapolis, Ind. ........ Manual Echo Co.
Jacksonville, Fla. ......... Carter & Logan Brothers
Kansas City, Mo. ......... J. W. Jenkins Bros. Music Co.
Memphis, Tenn. ............ E. E. Parker Piano Co.
Minneapolis, Minn. ...... Lawrence McDear.
Mobile, Ala. ............... Ross P. Carriere Co.
New Orleans, La. ......... O. K. Houck Piano Co.
Omaha, Neb. .............. A. House Co.
Portland, Me. ............. C. C. Miller Co.
Salt Lake City, Utah .......... The Consolidated Music Co.
San Diego, Cal. ........... H. L. & L. C. Wolfe.
St. Louis, Mo. ............. Western Music Co.
St. Paul, Minn. ........... W. F. Dyer & Bros.
Toledo, Ohio. ......... ... The Hayes Music Co.
Washington, D. C. ... ... The Whitney & Carrier Co.

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

Victrola

C. Bruno & Son, Inc.
Duncan Bros.
Cressey & Allen.
Peoria, Ill.
St. Louis, Mo.
Sherman & Clay Co.

Chas. H. Ditson & Co.
Lawrence McDear.
C. H. Ditson & Co.

C. H. Ditson & Co.

Eugene & F. A. Robey.
O. K. Houck Piano Co.

C. Bruno & Son, Inc.

H. R. Eisenbrandt Sons.

J. W. Jenkins Bros. Music Co.

Penn Phonograph Co., Inc.

Standard Talking Machine Co.

The Consolidated Music Co.

M. Steincrt & Sons Co.

E. E. Forbes Piano Co.

The Consolidated Music Co.

Benj. Switkv.

Kocher & Hinrichs.

H. L. & L. C. Wolfe.

C. C. Adams & Co.

Chas. C. Adams & Co.


St. Louis Talking Machine Co.

Oliver Ditson Co.

The Consolidated Music Co.

The Consolidated Music Co.

H. A. Wepner & Son, Inc.

The Consolidated Music Co.

Chicago, Ill.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

The Consolidated Music Co.

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

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

**CONDITIONS for the New Year point unequivocally to better times.**

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

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

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

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

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

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

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

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

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

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

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

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

The weak-kneed fellows had better get out.

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

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

They know nothing about the fundamentals of business.

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

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

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

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

There is nothing worth while that comes easy.

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

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

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

Of course, the talking machine trade has been dull.

What trade has not!

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

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

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

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

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

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

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

We need all of them.

No doubt of that.

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

Orders should be placed well in advance, for in that manner only will the merchant be sure of obtaining the stock which he desires at the right time.

Now, in other lines of merchandise orders are placed many months ahead.

It must be so, else the trade and factories could not produce the stock.

For the talking machine trade is controlled by business men. It is run on business lines and because it has been controlled by business men in one of the reasons why the industry has held together during the terrific strain to which it has been exposed during the past two years.

If dealers could have placed their stocks on the market and slaughtered them at ridiculous
The Famous Boston Piano House Devoting a Special Department to the Victor Talking Machine—An Important Acquisition to the Victor Line of Representatives.

The announcement in our Boston letter last month that the Henry F. Miller & Sons Piano Co. are handling the Victor Talking Machines marks the addition of a very important house to the line of progressive piano dealers who have many thousands of dollars in small goods and accessories. The Miller & Sons Co. have always maintained the most dignified methods in the conduct of their business. Their aims are always artistic, and in taking on the Victor they pay a decided compliment to the artistic standing of this creation, which has won a tremendous vogue, owing to the merits of the instrument itself, and to the great line of artists in both vocal and instrumental fields who can be heard through this creation, which has won a tremendous vogue, and is neglected a quick and sure way to increase his business.

The possibilities of the musical motor horn are many, and one may readily expect further developments. Like the professor of music whose ear rebelled against an unresolved discord, a fact of which his pupils took advantage at every possible opportunity for the pleasure of seeing him return to the pianoforte and play the resolution, one puts in a plea for the motor horn, too. 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 autoritatively. 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.

MUSICAL MOTOR HORN.
Some Reflections on Its Possibilities as a Musical Creation.

TheTalking Machine World. 7.

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

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

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

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

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

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

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

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

HENRY F. MILLER AND THE VICTOR.

PAYNE & CO. OPEN IN LITTLE ROCK.

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


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

TO HANDLE TALKERS IN DENVER.

The new T. P. Patton Music Co., Denver, Col., will, besides handling an extensive line of pianos, also conduct a large talking machine department, carrying Victor and Edison machines and records. The department will be in charge of Theodore Terlinden, who held the same position with the Denver Music Co. for some years.

9,000 THINGS EDISON WON'T DO.

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

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

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

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

MEYERS WITH MINNESOTA PHONO. CO.

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

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

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

WON'T YOU HAVE A LESSON IN SPANISH?

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

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs that does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new 935 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 autoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

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

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

International Correspondence Schools
Box 918, Scranton, Pa.
The Talking Machine World.

A POSTAL WITH YOUR NAME AND ADDRESS WILL BRING A FREE SAMPLE OF THE NEW QUICK-SELLING RECORD CLEANER

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

“DUSTOFF” RECORD CLEANER

If you are not now selling these goods, Mr. Retailer, ACT NOW! These Record Cleaners have passed the experimental stage and are making money for the wide-awake retailers who have put them in.

FREE CIRCULARS

You can get these out in the store or mail them to your monthly statements-THEY WILL MAKE SALES FOR YOU.

BIG PROFIT

"Dustoff" Record Cleaners retail for 15 cents in quantity. THE COMMISSION. THEY WILL MAKE SALES FOR YOU. GET BUSY-NOW. Write us to-day, giving your jobber's name and we will send you free sample with prices and complete information.

TONE CONTROLLER COMPANY, PROVIDENCE, R. I.

THE TRADE IN CINCINNATI.


(Special to The Talking Machine World.)

Cincinnati, Jan. 5, 1910.

The holiday business settled one thing in the minds of the local dealers in talking machines and supplies. The sales during December, particularly for Christmas delivery, showed that the public demand for these articles are more popular than ever, and consequently the Cincinnati trade has reason to enlarge its stock and field of operations in 1910. The year, as a whole, was regarded with disfavor up to December 1, but the business during the succeeding thirty-one days caused the aggregate to be greater than the volume of 1909.

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

The Rudolph Wurlitzer Co. placed their Christ-\nmas order for Victrolas during the preceding summer, and the goods kept coming in during the fall in large shipments and were warehoused, awaiting the holiday rush. As a result neither wholesale or retail customers were disappointed, and, as a matter of fact, the business done in Victrolas, every order was filled promptly and completely during the holiday season. A feature of the wholesale trade was the tele-\n\ graphic orders for Victrolas received from small dealers, who ordinarily do not carry this price machine in stock. It showed that the advertising campaign given this instrument was not without results, because these sales can be traced to a demand which certainly was not created by the dealers themselves. There is

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

The Columbia Phonograph Co. report a more than satisfactory Christmas business; in fact, December business makes that with the best December in the history of the Cincinnati store in wholesale, retail and installment. An unusually large business was done in the Grafonolas, and a greater liberal-mindedness on the part of the customers in this line of instruments if the factory could have delivered the goods.

There are many homes made happy with a Victrola this Christmas. Contrary to expectations, however, everybody delayed buying until the last two weeks, and as a result, the retail departments of The Rudolph Wurlitzer Co. were busy practically every night until 11 o’clock filling the orders which were taken during the day, and four wagons were kept busy distributing the instruments in the city. In order to facilitate matters and help the purchaser besides, The Rudolph Wurlitzer Co. made a move in order to get into touch with the retail trade. The move was made in order to get into touch with the retail trade.

Regina sales were also very good, showing that this splendid music-maker is still in big demand.

A number of Reginas were sold to old talking-machine customers, showing that the sales of these instruments do not at all conflict with the sales of Victrola goods.

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

Another feature of the Christmas business was the big sales on Cymnet Harms and Edison Fire-\n\ side Phonographs. The Fireside is undoubtedly extremely popular in Kentucky and Tennessee, the States which ordinarily draw their supplies from Cincinnati. These are mainly agricultural states, and people are more conservative in buying than those located in a manufacturing dis-
HOLIDAY BUSINESS OF EXCEPTIONAL VOLUME—PROSPECTS VERY BRIGHT—MEETING OF NEW STATE ASSOCIATION NEXT MONTH—WHAT VARIOUS HOUSES HAVE TO REPORT.

(Special to The Talking Machine World.)

Milwaukee, Wis., Jan. 8, 1910.

Milwaukee talking machine dealers are now in the midst of inventory taking, and the figures that are being disclosed are highly satisfactory. The holiday business, just passed, was one of the largest recorded by the houses in this branch of trade, and dealers feel that December sales formed a fitting climax to an exceptionally good year. No one particular machine or class of records secured to be yesterday's demand is varied to demand during the holiday season, but, on the other hand, demand was general. There has never been a period when machines sold as rapidly in Milwaukee as they did during the last week before Christmas.

One feature of the trade was the fact that more high-class goods were sold than even the most optimistic of dealers had anticipated. Indications are that money is again plentiful and that general confidence has returned in the trade. General business and manufacturing conditions have returned to the normal, and people seem more interested in their own business than they were during the early days of 1909.

The wholesale trade is not as brisk as it was during the month of December, but, nevertheless, it is in better condition, a sure indication that dealers met with such a good business during the holidays that their stocks have been depleted, and they are forced to order even at this early date.

The wholesale business here is exceptionally bright, and jobbers say that everything augurs for a big trade throughout the year.

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

Plans are under way for the holding of a general meeting of the new Wisconsin Talking Machine Dealers’ Association some time during the month of February. The gathering will probably be held at Milwaukee. Several matters of interest are to be brought up for discussion, although a general plan of procedure has not as yet been outlined. The organization was not launched until a few weeks before the holiday season, and was not by the trade as it would be by business men. Dealers say that if the show people would not allow their talking machines to run all day and well into the night and that if they would not confuse the repertoire of their machines to only a few songs, like “My Wife’s Gone to the Country,” they would offer more of a variation, the public would be more ready to take the trouble of moving to a music shop to hear records. As the result of a successful demonstration made by the “B Y” model of the Columbia at the recent open-house celebration, held on New Year's Day at the Young Men’s Christian Association’s building in Milwaukee, A. G. Kunde, owner of the downtown store of the Columbia, made the sale of two Columbia machines within the short space of one-half hour.

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

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

News has reached Milwaukee jobbers of the recent death of J. L. Elive, a prominent and enterprising talking machine dealer at Wittenburg, Wis. Mr. Elive was only 24 years of age, and was regarded as one of the most up-to-date Edison and Victor dealers in the State. His early death has caused genuine regret among the talking machine men. He is survived by a young widow, who, it is expected, will carry on the business of her husband.

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

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

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

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

REFERENCES:

THE TALKING MACHINE WORLD.

Begin the New Year Right
Place Your Edison Orders with us
We carry in stock at all times
75,000 Edison Records Standard and Amberol
Every order filled complete same day we receive it.

Here is a letter from one of our dealers:

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

With kindest regards and wishing you continued success, we are,
Yours very truly,
RED CROSS DRUG CO.
G. C. Wells, Mgr.”

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

Write us to-day—NOW.

O. K. HOUCK PIANO CO.
Established 1893
Memphis, Tenn.
SLEZAK

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

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

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

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

National Phonograph Company, 59 Lakeside Avenue, Orange, N. J.
The AMBEROLA
The Newest Edison Phonograph

is the highest type of sound-reproducing instruments ever produced—but it is none too high in type or price for a certain class of your customers. It embodies all the beautiful tonal qualities of the EDISON PHONOGRAPH in a cabinet that is a masterpiece of the craftsman's art—beautifully simple in design, and coming in several finishes of either Mahogany or Oak, to harmonize with surroundings in any home. It has space in the lower part for holding 100 Records.

The Amberola plays both Edison Standard and Amberol Records.

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

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

Write your jobber today for full particulars.

National Phonograph Co., 59 Lakeside Avenue, Orange, N. J.
SOLID WOOD (NOT VENEERED)

The

MUSIC MASTER WOOD HORN

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

HAVE ONE SENT ON APPROVAL

Your choice of solid Oak, Mahogany, or Spruce, for any make or style of cylinder or disc machines.

If your jobber cannot supply you, we would be very glad to send you a sample line of our horns on approval, and if you are not entirely satisfied with the superior merits of the MUSIC MASTER, you would be at liberty to return them to us for credit.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

TRADE NEWS FROM INDIANAPOLIS.


(Special to The Talking Machine World.)

Indianapolis, Ind., Jan. 6, 1910.

The Christmas trade in talking machines in Indiana and Indianapolis, and in fact the trade for the entire year, was set up to former standards, although the three closing months showed a steady improvement, which it is hoped will continue during the new year.

Carlin & Lennox, one of the biggest piano firms in Indianapolis, desiring to give all their time to their piano business, have decided to discontinue the handling of talking machines.

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

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

The Columbia Phonograph Co. had a satisfactory Christmas business, and had sold out all types of machines by Christmas Day. The demand for hornless machines was unusually big. Several orders were held over because of a scarcity of the supply. The four-minute indestructible records of the Columbia Co. are meeting with a hearty reception. The special merits of these records seem to appeal to the buyers.

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

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

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

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

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

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

The moving picture houses are continuing to keep open on Sunday and donating a part of their proceeds to their self-constituted charity society in order to come within the law. The ministers also are still deploring this practice.

The Christian Pastors’ Association, at its last meeting, adopted resolutions against the practice.

The resolutions were presented by the Rev. Harry G. Hill, who created a sensation recently by flourishing a glass of beer from his pulpit as an evidence of the violation of the liquor law.

Eliza G. Browning, city librarian, in her monthly report, said that a five-cent theater was responsible for a decrease in the circulation of books from the Riverside Branch Library.

The theater was opened in the last month, she said, and there was a decrease of 111 books in the circulation for the month. Miss Browning said that a talking machine was the chief instrument in drawing crowds to the five-cent show, and she recommended that the school board place a talking machine in the library. This matter was taken under advisement.

RECORD VICTOR BUSINESS.

J. R. Richards, manager of the piano and talking machine departments of Fred’s Loeser & Co., Brooklyn, N. Y., reports that the sale of Victor victors during December and thus far in January have broken all previous records of the department.
Opinion, apart from a slight loss of volume as a certainty Edison dealers would welcome such great middle classes. A machine at a price within the reach of the way in bringing this class of instrument more the latest introduction—that of the "Amberola." an getting the combination type Gem and attach- which exercise and wield an influence of Ines- record and remarkable value, too, yet the back- of the talking machine are both real and lasting. have made good progress, and the one of unquestionable glory for this trade. a question, because my readers if any, has the talking machine trade made, much my interest as yours. There is one point of consideration common to all of us. In the point of view of results than anything else. we reflect upon conditions of the past more from scratch in the finished article a record of lighter music is entirely spoiled from the point of view of general interest, just as much with the material although made of exactly the same material. find that in the matter of scratch they all vary, of record you like, test a dozen, and you will scratch and grind characteristics noticeable in surface noise. accomplished in regard to a radical improvement toward moderating the interior horn. In the new year the suggestion of a machine without the to wit, hornless instruments. In the matter of fulfilment in the year now with us. To devote a few words regarding other phases of 1909 conditions may not be out of place, because it is by studying the cheeseweed of this, with its ever-changing attributes, that we are able to avoid the errors of the past. Just overhaul your line of action; if things have gone well with you, let it be an incentive to still greater efforts; don't rest content; there is yet more work to be done, and go ahead. On the other hand, some of my readers are no doubt well satisfied to close the year gone by, for it may not have been a pleasant reading. In which case, in the words of our old friend, Josh Billings, "Success does not consist in never making mistakes, but in never missing the rare one twice," you may find hope of the new year.

Competition has not been quite so keen as in 1898, for, surely and slowly, the weeding-out process goes merrily on. The half-hearted dealer—the man with no energy or enterprise—soon comes up against the wall, which few of his caliber ever surmount. The future of the phonograph and disc instrument business de- pends a great deal upon intelligent handling, and it must, therefore, speak well for increased prosperity that this industry is gradually swing- ing over a better and more enterprising class of trader.

Unfortunately, the new year is not entirely free from disturbing elements, since 1899 has left us with a legacy of the continued tendency to provide better motors is a welcome tion which bears a serious aspect. As every one knows, the tone arm question is again to be revived, but it would be incomprehensible to insinuate too closely into the matter at the mo- ment; suffice it to say that a full report of any proceedings will be duly submitted to our read- ers through these columns. With that I extend hearty wishes for a really prosperous New Year to all talking machine traders throughout the world.

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

FROM OUR EUROPEAN HEADQUARTERS.

TRADE HAPPENINGS IN LONDON.

Retrospective and Prospective Talk on Condi- tions in the Talking Machine Industry in Great Britain—Year of Progress Just Closed —What Has Been Accomplished in the Per- former of this Trade—Facts and Figures—A—L Hornest Variety Has Made Great Strides —The Year Notable for the Weeding Out Poor Pianos, and the Great Middle Classes Has Come Forward—Various Companies Are Turning Out a Line of Records Which Continue to Interest the Trade—Recent Failures in the Industry Are Not Showing Up Well in the Way Aspects for Creditors—Pertinent Comments Upon the News Happenings of the Month.

(Special to The Talking Machine World.)
THE TALKING MACHINE WORLD.


Grand Opera Amberol Records.

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

Beka List for January.

The Beka list for January will appeal to all record dealers, because it is one of the best ever issued by the Beka Co. To mention a few of the good things therein I can particularly recommend the following for stock: No. 252, overture from "Poe and Peasant," parts 1 and 2, is exceptionally well played, and recorded equally as good; 254, "Unrequited Love Waltz," and "On Parade," a fine military (waltz; 255, "Sing Me to Sleep," a fine batch of new Clarion double-side disc issues reaches me from the Premier Mfg. Co., as follows: "Punchinello" and "The Uhlans' Call," "L'Etoile" and "Cinderella," "Songs of Autumn" and "Topeka," all by the Premier Bijou Orchestra; "Cock o' the North" and "Highland Laddie" (bagpipes), splendidly played by Pipe Major Forsyth; "The Coon's Honeymoon" and "The Galiet Polka," "Largo" (Handel), and "Egyptian Ballet," by the Premier Concert Orchestra; "Stars and Stripes" and "El Capitan," by the Premier Military Band; "The Girl in the Cloes and Shawl!" and "Won't You Come Over the Garden Wall," by Harry Pay; "You Don't Want to Keep Shewing It" and "In the Little Pub Round the Corner," by Charles Denton. A likely lot of records which will undoubtedly reach a large sale.

Universal Co. Creditors Meet.

A recent meeting of creditors and shareholders met under a winding-up order made against the Universal Talking Machine Co., Ltd. The liabilities were returned at £2,486, against available assets of £785, which was required to meet the deficiency as regards shareholders is £5,886. The company was formed in May last year, with the object particularly of obtaining a repertoire of Indian songs, and its present position was chiefly attributed to the failure of that repertoire. A liquidator will be appointed by the court.

Improvement in Christmas Sales.

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

Some Zonophone Favorites.

From the current Zonophone issues the following titles appear: 12-inch, "Still You Friend" (Ford and Barrett), Ernest Pike; 10-inch, "Young Tom o' Devon" by Peter Dawson; "With My Little Wigger Wagger in My Hand," by Fred Vernon; "Stephanie Gavotte," by the Black Diamond Band; and "In the Combat" (El Trovatore), by Mme. Violetta and E. Pike.

Cheap Seats at the Theaters.

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

A Fine Edison List for February.

A very fine list of Edison Standard and Amberol records for February will be ready for issue to the trade about the middle of that month. For the benefit of my readers the National Photograph Co. have supplied me with a full list in advance of the usual date of issue, in which the following titles appear: Standard records—13925, "Bonjour Chichenettes," march (Borel Clerc), and 13926, "Omena," a Creole intermezzo (Harts), by National Military Band; 13928, "Come Over the Garden Wall" (Tate), Stanley Kirkby; 13929, "A Black Coquette" (Grimshaw), Olly Oakley; 13930, "Since Father Joined the Territorials" (Hyde and Heath), Billy Williams; 13931, "Still Your Friend" (Ford and Barrett), Ernest Pike.
Canada and the United States. help to tighten the bonds of commercial relations and over 7 and under 11 pounds, 3 shillings. On opened only at the king's Paris home.

"Binion," one of the favorite airs of the Bretons in Cairo," Oriental Patrol (Von Blon), New York.

350, "Benediction of the Poignards," from "The Edison Mixed Quartet; 349, "The Hour of Power" (Berger), and 361, "The Darkies' Jubilee" (Tur- ston, A. P. Renard Instrumental Quartet; and lastly, two items, "Rhapsody," pianoforte solo by Miss Irene Scharrer; "Waltz No. 3, Andante," by the Metropolitan Orchestra.


Popular News.

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

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

Situated in London Road Messrs. J. E. Hough, Ltd., have opened up a new depot in Liverpool, with the object of luring their traders to the dealers of all Edison-Bell goods, and Sterling records, which latter by the way are gradually but surely re-
gaining their old position in the cylinder record field. Branches in other provincial centers have been opened for the same purpose by Messrs. Hough, Ltd., and perhaps, needless to say, their dealers are in consequence showing keen appreciation of this attention by pushing the company's goods with additional energy.

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

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

Talking machine trade in the Midlands appears to be booming, and from what I gather, factors in Birmingham were hard pressed to keep ahead of their December orders. In a letter to this office Frank S. Whitworth says that his business is flourishing, and from what I possess it appears to be booming, and from what I

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

Gramophone Co.'s Letter of Greeting.

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

"Dear Sirs—We wish to take the opportunity at the close of another year to say how we have appreciated our pleasant business relations of the past and to wish for a continuance of them in the future. Nineteen hundred and nine has seen us and trade altogether is booming," which to say "If I had had a pistol I would have shot you," thundered Paderewski, in his retiring room, to a crestfallen phonograph fiend, who was caught red-handed at the Belfast Philharmonic society's concert, in the act of attempting to take records of his playing in Ulster hall. The famous pianist stopped dead in the middle of his best selection and directed the attendants to investigate the cause of certain annoying sounds. The men proceeded to the back of the hall, and after a few minutes watching, secured the offender, who had ensconced himself in the niche beside one of the doors."

Edison Goods in Ireland.

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

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

Edison-Bell Co. Affairs.

W. N. Hollingsworth, manager of the business, is doing splendid work with the Amberol in Belfast. He is also having quite a run on the records made by Clara Butt, the distinguished contralto, for the Gramophone Co.

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

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

Beka Record

THE BEST DISC IN THE WORLD

The Largest and Most Comprehensive Repertoire in

German
English
French
Italian
Russian
Polish
Spanish
Portuguese
Hungarian
Dutch
Danish
Jewish
Roumanian

Croatian
Bohemian
Grecian
Arabian
Turkish
Chinese
Swatow
Guakau
Pekinese
Shaninese
Kiangnanese
Cantonese
Japanese

Siamese
Abyssinian
Tamil
Malaylan
Burmese
Hindustani!
Urdu
Marathi
Gujarath
Sindhi
Tareli, and 16 other dialects.

REPERTOIRE ALWAYS UP-TO-DATE

For terms, etc., apply to

Beka Record, G.m.b.H., 75-76 Heidelberger Strasse, Berlin

Sole Agents for British India, Ceylon and Burma:

THE TALKING MACHINE & INDIAN RECORD COMPANY
15 Elphinstone Circles, FORT, BOMBAY

Sole Agent for Great Britain and Ireland:

O. RUEL, 77 City Road, LONDON, E. C.
COPYRIGHT REPORT AND RECOMMENDATIONS

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

(Special to The Talking Machine World.)

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

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

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

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

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

5. The findings of the Berlin or Revised convention provides that authors of musical works shall have the exclusive right of authorizing (1) the adaptation of their works to instruments which can produce them mechanically; (2) the public performance of the said works by means of mechanical instruments.

6. Reservations and conditions relating to the application of this article may be determined by the domestic legislation of each country in so far as it is concerned; but the effect of any such reservations and conditions will be strictly limited to the country which has put them in force. The provisions of paragraph 1 shall not be retrospective, and consequently shall not be applicable in any country of the Union to works which have been lawfully adapted in that country to mechanical instruments before the coming into force of the present convention. Adaptations made in virtue of paragraphs 2 and 3 of the present article, and imported without the authority of the interested parties into a country where they would not be lawful, shall be liable to seizure in that country.

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

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

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

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

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

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

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

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

"The committee maintain this view are not prepared to admit that it is proposed by the Revised convention to confer upon authors any new right in the United Kingdom. The case of Boosey and Co., where Justice Sutton followed Boosey against Newmark and for the National Phonograph Co., where Justice Sutton followed Boosey against Whitgift. Authors were no doubt dissatisfied with the decision, and we gather that some doubt about it was felt after it, but it has remained unaltered for ten years, during which period there has been an enormous development of the manufacture of such mechanical instruments as are referred to and of the records used with them. The manufacturers have been producing such works before that period.

It may be added that composers put forward as a strong ground of objection to a compulsory license that they ought to be able to control the mode in which their pieces are reproduced and adapted to mechanical instruments, and that if such pieces are reproduced otherwise than by the composer himself, after that reproduction must be protected by the law, they may be properly and correctly reproduced without doing discredit to the composer. We have thought it right to state the views somewhat fully as there is no doubt about the importance of the questions which are raised by the article and the difficulty of dealing, not so much with regard to the right of the author, but with the exercise of that right, upon which we think we ought to make a recommendation, having regard to the fact that the adoption of the article will necessitate the consideration of the many reservations and conditions relating to its application (see paragraph 2).

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

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

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

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

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

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

"Whether an author should have complete freedom of contract, or whether his freedom should be in any way limited by a provision as to compulsory license, the committee think that protection should be afforded by legislation to the manufacturers of discs, cylinders, rolls and other mechanical devices, necessary to be used in the course of producing sounds, against piracy of the original basis of production."

"The committee regard this as one of the things which must be considered very carefully, assisted by the evidence which has been placed before the committee, and into which the reproduction of the author's part has only entered to the extent of giving the original basis of production. Therefore, the committee regard this as one of the things which can be subject of copyright and further recommend that public performances by means of pirated copies of these records should also be regarded as an infringement of the rights of the manufacturer."

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

should be read as providing that paragraph 3 should be read as paragraph 4, whatever, and that in order to bring the latter part of para-
graph 3 into harmony with the first few words of that paragraph the words "have been lawfully ad-
pended," should be added, and that this is the object of the paragraph that manufacturers who have, at the time of the coming into force of the convention, lawfully adapted works (that is to say, adapted them without in-
fringement of authors' rights) to mechanical in-
struments, may still proceed to manufacture records in respect of the works they have so adapted. But a difference of opinion arose as to whether, where there had been any adapta-
tion to mechanical instruments of a work at the time of the coming into force of the convention, that particular work would be free to be adapted by any manufacturer for any kind of instrument, or whether the manufacturer who had adapted it would have the monopoly of a work who could pro-
duce the records of the work without the au-
tor's consent. A narrow majority of the com-
mee were in favor of the former view, which, in the accepted state of the law, would in-
fringe the exact words of the latter part of the paragraph and leave all manufacturers upon an equal foot-
ing as regards works which by virtue of the par-
agraph are already recorded without the au-
tor's consent, so that the effect of treating a ma-
ufacturer as having a vested interest in the work which he has adapted will be to give every other manufacturer practically the same free-
dom.

"It may be remarked that if protection be given to manufacturers of records, in the sense that they should have what is termed the copyright in those records, they ought to have the power to prevent the importation into this country of records copied from their own records. It will probably be necessary for this purpose to introduce some legislative provisions analogous to those found in the statutes, prohibiting the importation of records which would infringe the rights of the owner of copyright, and to impose, not merely confiscation of the records attempted to be imported, but also a penalty upon the im-
porters. In both cases the clause would be practically en-
forséd; and better provision might be made for the seizure in this country and forfeiture of any records found to be infringements and for the punishment of every person dealing in such records. Evidence was given before the com-
mee on the question of the effect of the pro-
duction and sale of records, perforated rolls, and public performance (article 13, paragraph 3)."A composer cannot, as it is, prohibit anyone from singing that song in private, even for the purpose of reproduction by mechanical instruments. It accordingly follows that a composer is not logically entitled to pro-
tection against the private performance of his music by means of the phonogram. It may, how-
ever, be readily conceded that he is morally entitled to compensation for the use of the crea-
tion of his brain. This moral claim may well be met by giving him copyright protection to his music. But, to make the position logically proper, it should be the right of the composer to control the use of the phonogram from a composer to reproduce his work phonographically to cover the use of the words, if any.

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

"(e) License to a composer to use his work phonographically to cover the right to adapt it for phonographic reproduction.

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

These points have all been treated at some length by J. Drummond Robertson in his proof orders are received. You can easily figure

A steady stream of steady customers

is the natural result of having what people want, and thereby earning their good will.

It's a comparatively easy matter to do this—to get a tighter hold on your trade—and it means more money for you.

Every customer who comes to you should be made to feel that there is no other store like yours.

Whenever he or she wants a Victor, a Victrola, Record Cabinets, record cabinets, horns, needles, fibre cases or other Victor accessories, yours should be the store that instantly comes to mind.

And on your part, you should have the goods. As nearly as you can, try to anticipate the wants of your customers so that you have what they ask for. Show them that you have an up-to-date store and want to do everything in your power to please them.

There are times, of course, when you may not have what they want. But you ought to be able to get it for them without delay.

Your jobber should keep you posted on the newest records and should be prompt in filling your orders. If your jobber is that kind of a man, stick by him.

If, on the other hand, he keeps you waiting for goods and needs jacking up before you get them, we would like to do business with you.

We ship all goods the same day the orders are received. You can easily figure out just when you will get them.

Why not write to-day for a copy of our latest catalogue? We will also send you our bolsters, "Cabinet That Matches," tallies about our catalogues that match perfectly each style of Victor.


Successors to Victor Distributing and Export Co.

83 Chambers Street

New York
In the Columbia Phonograph Co.'s February list some excellent numbers appear, notably two double-faced records by John McCormack, the distinguished Irish tenor with the Manhattan Opera Co. These are four English ballads (F130-F131) which have produced a charming and finished style for which McCormack is famous. Two sacred songs (A719) of special excellence are "It's We Will My Soul," a baritone duet by the Huguenots (F1221), "Give All of Thy Goods," which is sung by the Metropolitan Trio with incidental solos. Two charming old Irish ballads are listed (A784), sung by Ewing the new Irish baritone. Prince's Military Band is heard in two delightful numbers (A785), "Thirlls of Love" and "Spirituelle Waltz." The same band has made excellent reproductions from Carl Linn's "March" and "Ball" (A1244). Bixie's famous opera is given an excellent reading, and all the popular excerpts are included. Two Wildfellt Waltzes (A5145) are played by Prince's, an excellent effect. De Koven's "Oh, Promise Me," sung by Mrs. A. S. Holt, contralto, and Clay's "Til Sing Thee Songs of Araby," by Henry Burr, tenor (A3142), are two old favorites which are ever command appreciation. In the double disc operatic list, selections from "The Dollar Princess" (A789), and "The Chocolate Soldier" (A781) are among those which stand out in a month of unusual excellence this month. Some thirteen numbers are listed in the four-minute Indestructible record list for February, and they include several compositions of such well known composers as Victor Herbert and Victor's "The Story of the Hunchback" (23767). The Medley of "Tannhauser" and "A Night in Venice," sung by Mr. and Mrs. Wheeler (35096). The Medley of Foster songs by the Peerless Quartet and the Virginia Minstrels by the Victor Co. (35096). The Medley of "He Has Made Me Glad" and "The Old Hundredth," sung by Mr. and Mrs. Wheeler (35096). The Medley of "The Chocolate Soldier" (A781) are among those which will come in for special admiration. Some fifteen double-faced records are listed for February and make a goodly showing. These numbers should ever have a big following. Among the double discs which especially appeal to the writer are Elizabeth's Prayer from "Hoodoo" (7416), and "Mammy's Blues" (70147). The Medley of "Jungfrau" and the Farewell Song from "Otello" (67064). Blanche Iral is heard in the Jewel Song from "Faust" (70147), Gorgor in "The Feast at the Hermitage" (41139), and "Les Nuits" (41310), on which voice it is always a delight to hear, is represented by Paradiso from "La_Faira" (7316), and a "Purifying Test" from "Elisabeth of the Alp" (70079). The regular single-faced list of the two operatic medleys, sung by the Victor Light Opera Co.—Gems from Robin Hood (31768) and Gems from Algeria (31766)—are certain to win a tremendous vogue by reason of their unusual excellence. Arthur Pryor, whose band records are always brilliant and satisfactory, is represented by two excellent numbers in the February list (5157-71764). Tito's Serenade for 'cello and flute, accompanied by orchestra (31763), makes a number which will not only continue to hold its old position, but win new adherents by reason of its very fine qualities. The Victor and Columbia list for February is represented this month by Herbert's "Dudina" (71762) and Strauss' Artist's Life Waltz (31767). They are two compositions of such high quality that has ever distinguished the work of the artists comprising this organization. Some fifteen double-faced records are listed for February and make a goodly showing. These numbers should ever have a big following. Among the double discs which especially appeal to the writer are Elizabeth's Prayer from "Hoodoo" (7416), and "Mammy's Blues" (70147). The Medley of Foster songs by the Peerless Quartet and the Virginia Minstrels by the Victor Co. (35096). La Source Ballet, Nos. 1 and 2, played by the Victor Orchestra (35094). The other numbers are equally noteworthy, but are of a more popular character. It is hardly necessary to say that the writers of "Spiritual" and the "Waltz" are of the highest class. It is represented this month by Herbert's "Dudina" (71762) and Strauss' Artist's Life Waltz (31767). They are both compositions of such high quality that has ever distinguished the work of the artists comprising this organization. Some fifteen double-faced records are listed for February and make a goodly showing. These numbers should ever have a big following. Among the double discs which especially appeal to the writer are Elizabeth's Prayer from "Hoodoo" (7416), and "Mammy's Blues" (70147). The Medley of Foster songs by the Peerless Quartet and the Virginia Minstrels by the Victor Co. (35096). La Source Ballet, Nos. 1 and 2, played by the Victor Orchestra (35094). The other numbers are equally noteworthy, but are of a more popular character. It is hardly necessary to say that the Victor list for February is one that merits commendation. Its admirable diversity and merits, musically, are especially meritorious, containing as they do, compositions of such well known composers as Bocelli, Trinkaus, Chaminade and Bennett. Mears, Lineke and Pryor are represented in the concert list (5580) by the Zonophone Concert Band, who were heard in two more of the best records of the month, listed as (5589). Apart from the popular numbers listed under the heading of "hits," it is of interest to note that two songs which will be popular, namely, "Let Me Like a Soldier Fall," from Maritana, and the "Bedoin Love Song" (Pinut) (5534). The same singer and Henry Burr are heard in two old American songs. "Ole Folks at Home" and "See Grine Back to Dixie" (5597). The other records include a number of the popular order which will undoubtedly appeal to the buying public.

A SPIRITUALISTIC EXPERIMENT.

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

The Paladino discussions have brought the subject of spiritualism—whether the brands be real or fake—much before the public these days. A World correspondent exposes a rather smart fake of alleged mediums, with the result that a prettier parlor trick can be worked by almost anyone, with results startling to the auditors. All you do is this: Put a violin, guitar or mandolin on a table, stamp your foot, and it will begin to play. The music is not the kind regularly made. It will sound weird and far away, but none the less distinctly.

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

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

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

MR. BERLINER A VISITOR.

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

A salesman who studies the art of "putting in" at the proper time usually carries his point.
The year just passed has demonstrated beyond all question of doubt that the "B. & H." FIBRE NEEDLE has proved itself to be the biggest winning card ever offered to the talking machine dealers.

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

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

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

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

Be wise and start the New Year right.

Samples and details on application.

"B. & H." FIBRE MFG. CO.

33 W. KINZIE ST., CHICAGO, ILL.
TRADE FABLE No. 3

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

This pippin's store had been neat and clean when he started in business and the stock had been fresh and up to date, but there it ended. At the end of two years the dust on the shelves would have choked a vacuum-cleaner, and the old stock has a brand of real antiques. The rear of the store reminded one of a city ash heap on a busy day, and the whole establishment possessed an air of dirtiness that would get the programs of the last month posted to what a fastidious citizen would call to impress a friend in his home. His trade either had to buy from him or travel thirty miles to do better, and he thought he was wise. His favorite stunt when asked was the kind of stunt that didn't in any way make out to bring out a real live song bit of two seasons ago and converse thusly: "Now, Bill, I'm handling it to you right. The song on this record I keep off and on in front of your door, at Louis, and you want to get next right away. That record you want is a dead one—take it from me—and I wouldn't want to see you make a mistake and get something else. Well, it's a big do, but what can you do. I can't please everybody, so you can either take it or leave it." Exit Bill, only to return later for another record which might chance to be in stock.

It might be stated that this ambitious cuss made a fairly good living out of the business until a vacant store on the next block took on a geniality has arisen in Milwaukee. For some weeks the newspapers of that city have been printing a picture of the Milwaukee public library, showing the Wrights won't be done. Aeroplanes would do just as fast as they are put on sale. The Victor Victrola, and in fact all the high grade talking machines handled by local dealers, including the Columbia Grafonola took the lead in the way of sales in this city during the holidays and, also, during the month of December. It is estimated by those engaged in the trade that there were more of these high grade instruments given out this past year than at any former time and they are, accordingly, thoroughly convinced that the better class of talking machines have come to stay. While there are still a great number of calls for the low priced machines, these have become less in proportion to the requests for the high priced instruments. Some stores have been so radical as to express the opinion that the better grades of Victor, Edison and Columbia will cause the cheaper instruments to dwindle materially in demand within the next few years. The prospects are, according to the various statements made, that even a heavier demand will be made for the large machines during 1910.

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

Still it is impossible to down the latest hits in the line of popular songbirds and the best thing is right along, just as fast as they are put on sale. "Slide, Slide, Keep on a Sliding," etc., the selections from the musical comedies of "Right Royal," "Three Twins," etc., have captured the fancy of the public and can be heard in most any of the homes in which a talking machine forms a part of the amusements for the families and their friends.

Cohen & Hughes have had a particularly heavy run on their Victorias at their temporary quarters 204 North Howard street, where they were compelled to look after the Christmas rush in consequence of the untimely fire at their handsome new store, 315 North Howard street, a week or so before the holidays. Their stock is almost at the bottom because of the good holiday trade, and they announce that things have been very encouraging since the first of the year.

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

Morris Silverstein, who became manager of the local branch of the Columbia Phonograph Co. less than a year ago and since has been in intimate association with that company. He has not announced his plans for the future. Mr. Silverstein came to the local store from a similar position in Louisville, Ky.

GOOD AND BAD PUBLICITY.

The times change, and with them the press agent. When bicycles were new, he was heralded as "Knocker's Hat awheel." When the automobile appeared, every breakfast food and lobster-supper club of every city was right along, just as fast as they are put on sale. "Slide, Slide, Keep on a Sliding," etc., the selections from the musical comedies of "Right Royal," "Three Twins," etc., have captured the fancy of the public and can be heard in most any of the homes in which a talking machine forms a part of the amusements for the families and their friends.

Cohen & Hughes have had a particularly heavy run on their Victorias at their temporary quarters 204 North Howard street, where they were compelled to look after the Christmas rush in consequence of the untimely fire at their handsome new store, 315 North Howard street, a week or so before the holidays. Their stock is almost at the bottom because of the good holiday trade, and they announce that things have been very encouraging since the first of the year.

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

Morris Silverstein, who became manager of the local branch of the Columbia Phonograph Co. less than a year ago and since has been in intimate association with that company. He has not announced his plans for the future. Mr. Silverstein came to the local store from a similar position in Louisville, Ky.

GOOD AND BAD PUBLICITY.

The times change, and with them the press agent. When bicycles were new, he was heralded as "Knocker's Hat awheel." When the automobile appeared, every breakfast food and lobster-supper club of every city was right along, just as fast as they are put on sale. "Slide, Slide, Keep on a Sliding," etc., the selections from the musical comedies of "Right Royal," "Three Twins," etc., have captured the fancy of the public and can be heard in most any of the homes in which a talking machine forms a part of the amusements for the families and their friends.

Cohen & Hughes have had a particularly heavy run on their Victorias at their temporary quarters 204 North Howard street, where they were compelled to look after the Christmas rush in consequence of the untimely fire at their handsome new store, 315 North Howard street, a week or so before the holidays. Their stock is almost at the bottom because of the good holiday trade, and they announce that things have been very encouraging since the first of the year.

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

Morris Silverstein, who became manager of the local branch of the Columbia Phonograph Co. less than a year ago and since has been in intimate association with that company. He has not announced his plans for the future. Mr. Silverstein came to the local store from a similar position in Louisville, Ky.

GOOD AND BAD PUBLICITY.

The times change, and with them the press agent. When bicycles were new, he was heralded as "Knocker's Hat awheel." When the automobile appeared, every breakfast food and lobster-supper club of every city was

Notice of Dissolution

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

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

Notice of Dissolution

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

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

Notice of Dissolution

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

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

Notice of Dissolution

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

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

Notice of Dissolution

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

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

Notice of Dissolution

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

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

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

The announcement, which appears for the first time in these columns, that the eminent French tragedienne Sarah Bernhardt, has consented to make a number of records for the National Phonograph Co., Orange, N. J., is of absorbing interest to the trade and general public: The details of the transaction are not at present available, the company’s Parisian representative, who concluded the negotiation, merely cabling the news that an exclusive contract with the greatest actress that the world has ever produced, is comparatively small. For that reason records of her voice, the voice whose witchcraft has cast a spell over countless thousands during the course of her long career, will be awaited with avidity.

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

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

COLUMBIA TRADE IN NEW ENGLAND.

(Special to The Talking Machine World.)

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

The stores of the Columbia Phonograph Co. throughout New England have done a splendid December business. R. H. Stevenson, the manager here, stated sales in that month were the best on record. This is true, in great measure, of the Boston establishment, and January, February and March are counted upon as the best record months of the year. H. A. Yerkes, in charge of the wholesale department at New York headquarters, still remains manager of the entire Columbia chain in New England.

NEW VICTOR DEALERS.

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

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

THOMAS A. EDISON'S SOUTHERN VISIT.

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

BLACKMAN TALKING MACHINE CO.

97 Chambers Street, New York.
There's a Guaranty

Guaranty

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

This is a Guaranty, you understand. It is official. We mean it, and we sign it. We print it on every Columbia Double-Disc envelope. Use it. It is valuable. Feature it. It will sell Columbia Double-Disc Records, 65c.
ACK OF THE NOTES

The introduction to new customers, and it will hold your regular customers. Our guaranty never covered any article of merchandise that we sold. The *long wear* clause alone is extraordinarily convincing to the man who puts his amusement money into records. Take advice of it! *Long wear* is a quality that can be *tested* as well as guaranteed. Our guaranty is based on *tests*. We have just completed a most instructive test—*Columbia Double-Disc Records* (regular product) set corresponding selections in "..." disc records.

The first Columbia record wore 450 times—the other 210.
The second Columbia record wore 390 times—the other 238.
The third Columbia record wore 256 times—the other 83.
The fourth Columbia record wore 158 times—the other 24.
The four Columbia records total 1,715 reproductions.
The four discs total 615 reproductions.

Columbia records therefore wore more than three times as long.

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

**Exclusive Selling Rights to Responsible Dealers**
BLACKMAN IN OPTIMISTIC MOOD.

Discusses Volume of Business Transacted for the Year 1910. That 1910 will be a Year of Opportunity for the Blackman dealers is the opinion of the general manager, G. T. Williams, as he turns his thoughts to the past year and looks ahead for the coming seasons. "I have gone into stores where several lines of talking machines were handled and where the talking machine trade was neglected to a point where a thousand dollar investment was lying dead through the hands of the dealers, and I have seen salesmen who are making preparations to increase their facilities at the factory in order to provide a premium article for the business that they feel sure is on its way," Mr. Williams relates.

In speaking of conditions of the past year and the outlook for 1910, Mr. Williams points out that the successful launched in the talks on the future of the talking machine business and does not consider the coming season as being less promising than the one just ended. "The weak dealer has been advised to either give up the business entirely or to make an investment that exceeded all expectations," Mr. Williams states.

The past year has been marked by a considerable expansion of our business, and the dealers are getting down to a systematic business basis of doing things which, in many instances, have been neglected before. "The dealers are now working on a business basis of doing things, and many of the half-hearted have been eliminated."

"Personally, I expect 1910 to be one of the best years, if not the best year, in the history of the Blackman Talking Machine Co.," Mr. Williams states. "I think the next year will see the field entirely cleared of the dealer who handles his stock in an indifferent manner and does not consider the talking machine business a profession."

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

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

Mr. Williams speaks of the success of the Blackman Co. in promoting the sale of Edison products to encourage them, and Edison dealers are in a most enviable position to attract a great share of the market for high grade goods during the year of 1910."

"Although we are located a great many miles from the factory, we have enjoyed the very best of trade and have the largest exclusive talking machine parlors, record rooms, etc., in the state of Nevada, and our business extends for a radius of one hundred miles in all directions. We are located in the large, new Masonic Temple, and naturally feel very proud of our store and of our city 'Reno', which has been the scene of great many splendid events and times as being the center of the great divorce colony. Whether that is a credit or not remains to be seen, but I assure you it has brought us appreciation in a few appropriate words. The company to renew its efforts to provide them with Amberolas and the superior catalog of Amberol records that the company is building and preparing to promote the sale of combination attachments for the business that they feel sure is on its way," Mr. Williams continues.

In a recent chat with the officers of the company, they said, "Business was exceptionally good with us in December, the sales climbing to a figure that exceeded all expectations. No one product showed a phenomenal demand, but many of our products, including the Amberola and the superior catalog of Amberol records, have been shipped to meet the demand."

"We are not as yet prepared to divulge the nature of the proposition, but plans have been made to promote the sale of combination attachments for the business that they feel sure is on its way," Mr. Williams states.

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

The Royal Phone & Phonogram Co. are negotiating for premises in New York for a recording laboratory. Some place on Sixth avenue is in view.
As predicted in last month's World, the shortage in the high-price, concealed horn cabinet machines during the holidays was a factor of considerable moment. While the Ambrocla and Grafanola lines are comparatively recent arrivals on the market, the demand was well accorded to the most sanguine anticipations of their manufacturers, the Victor Victrola cut the greatest figure and occupied the predominant position in the high-grade field of the trade. To be sure, no authentic data is at hand on which to base what may be termed really intelligent and informing comment, yet the name known to every one in the trade that the sale of Victrolas during the past month—possibly less—has been simply tremendous.

It is true, a large number of Victor distributors, anticipating a heavy sale, had placed orders for double and even triple the number of Victrolas throughout the year for December delivery. But the supply fell far short of the demand. One widely-known New York distributor, whose business is not confined exclusively to Victor, reported last week in his November shipment, with the stipulation that the entire lot should be in stock before the middle of the month, that 2,500 Vinctrolas had been received, owing to the inability of the Victor Talking Machine Co. to do any better, as the wants of the entire country, much to the company's surprise, were finally satisfied—the entire quantity of the mammoth plant being overstocked—on the allotment plan. Reports say that on the first of December the Victor Co. had on hand orders for 4,000 Victrolas.

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

Export trade is being rapidly expanded by the manufacturing companies, especially in the Latin-American countries and Australia. The European business is covered, in the main, by direct shipments from the factory. The trade in Mexico, the West Indies, Central and South America are looked after directly. The trip of Walter Stevens, manager of the export department of the National Phonograph Co., Orange, N. J., to South America, is significant. Mr. Stevens, who sailed January 22, is recognized as one of the best equipped men in the foreign service, and though this is his first visit to that part of the world, it is safe to say that something will be done on its return.

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

Following the appearance in last month's World of a preliminary statement relative to the Piano Trade Exhibition, to be held in Richmond, Va., May 10 to 21, in connection with the annual conventions of the piano manufacturers and the dealers' national associations, application for space was immediately made by the Columbia Phonograph Co. and the Victorg Talking Machine Co. As was made clear in The World's recital of the facts furnishing by Miss H. GREET, the exhibitors, it is understood, besides being welcome to the products of the piano factories, but is intended for the benefit of every branch of the music business, and in this category the talking machines also find place. The companies regard the music trade as one of their most important avenues of distribution and value it accordingly. It is no more natural and appropriate that the splendid goods of these world-known concerns should be displayed at this gathering of music people, and it goes without saying that their exhibits will be among the handsomest and most attractive of any entered. The official prospectus, floor diagrams, prices, etc., were sent out by Manager Green January 10, and the allotment of space will follow in the order in which the applications are received after that date. The exhibition is regarded as an assured success even at this early date, this judgment being based on the interest already taken in the event by leading piano manufacturers.

It is not a new subject by any means, but dealers have for several years criticized the policy of issuing multiplicates of records of the same selection. One of the many commentators of this idea remarked: "I cannot understand why the companies insist on mailing records of the same selection by several artists. Naturally dealers are supposed to stock up on everything they can lay their hands on, but the same selection by several artists is unnecessary for a half dozen artists to make records of the same selection. It seems to me that this policy is an unwise one."

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

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

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

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

The High Grade Shops All Sell Echo Record Albums

For Talking Machine Discs

Any Cabinet

Can Be Fitted to Hold These Albums

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

Victor, Columbia or Zonophone Make

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

Red Seal Collections

Every Record Instantly Available

ECHO ALBUM CO.
Sole Manufacturers
926 Cherry Street Philadelphia

Ten-Inch Disc Albums $1.25

Twelve-Inch Disc Albums, 1.50

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

Discounts to the Trade
PLAYING THE 'CELLO BY COMPRESSED AIR.

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

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

The auxetophone may be best described as a comb or multiple-reed valve of aluminum, which comb is hinged in such a manner that each tooth is capable of vibrating at a variable distance from a corresponding slot in a little box to which compressed air is supplied at about five pounds pressure. The farther away the teeth are from the slot, the greater is the flow of air, and vice versa. The flow of air is controlled by a valve, and when caused to vibrate the air transmits corresponding sound waves into the trumpet.

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

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

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

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

ECHO ALBUM A BIG SELLER.

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

THE UDELL SALESMEN.

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

MAY HANDLE TALKING MACHINES.

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

DR. O'NEILL RETURNS FROM ORIENT.

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

VICTROLA XII WITH NEW CABINET.

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

FIFTEEN NEW LAUDER RECORDS.

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

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

As officially announced, Max Mandle, proprietor of the Guarantee Phonograph Co., Brooklyn, N. Y., has been reinstated as an Edison dealer by the National Phonograph Co.
TRADE IN THE QUAKER CITY.


(Special to The Talking Machine World.)


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

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

The manufacturers requested the dealers to get in their orders early for as much stock as they desired, but they were skeptical as to just what they would need, and did not order heenously. So, naturally, when the rush came both factories and dealers were short of goods, and it was feared trouble would follow. The manufacturers came quite to the rescue, however; and have been admirably handled; but praise to the way they filled orders, and this is true of the Victor and Edison and Columbia companies alike.

All of the talking machine business in Philadelphia during the holiday season has set a number of the piano firms along Chestnut street and all lines of instruments on their feet. The rush came so fast that at least several of them will be in the talking machine business before another year has rolled around. As one of the jobbers said this week: "This is the best Christmas rush our firm has ever had, and I think it will be due to the fact that the dealers have a broader line of machines than ever before."

The dealers, when ordering, have been likely to order a greater quantity of Edison Amberola machines than of any other machine, although not so in every instance, of filling orders from hand to mouth, but we managed to get through all right," says Mr. Buehn, "even although it was close figuring at times."

The salesmen of the firm have already taken to the road. R. J. Dungan is at present up through Pennsylvania, and is doing exceptionally well. He has already sent in several very good sized orders. Frank Heinick is covering the city and finds that the dealers, one and all, are very much encouraged, and are much more willing to place orders than they were at this time last season. The Edison Cygnet horn has taken with the public exceedingly well. In fact, Mr. Buehn believes it will eventually replace the straight horn entirely. As to the Edison Amberola, of which the Buehn firm have added a number, they sold them just as fast as they were received. The firm expect to re-decorate their sound proof rooms and have already begun work on two of them.

The firm managed to fill all holiday orders, and with very little delay. "It was a case, in many instances, of filling orders from hand to mouth, but we managed to get through all right," says Mr. Buehn, "even although it was close figuring at times."

The salesmen of the firm have already taken to the road. R. J. Dungan is at present up through Pennsylvania, and is doing exceptionally well. He has already sent in several very good sized orders. Frank Heinick is covering the city and finds that the dealers, one and all, are very much encouraged, and are much more willing to place orders than they were at this time last season. The Edison Cygnet horn has taken with the public exceedingly well. In fact, Mr. Buehn believes it will eventually replace the straight horn entirely. As to the Edison Amberola, of which the Buehn firm have added a number, they sold them just as fast as they were received. The firm expect to re-decorate their sound proof rooms and have already begun work on two of them.

The firm managed to fill all holiday orders, and with very little delay. "It was a case, in many instances, of filling orders from hand to mouth, but we managed to get through all right," says Mr. Buehn, "even although it was close figuring at times."

The salesmen of the firm have already taken to the road. R. J. Dungan is at present up through Pennsylvania, and is doing exceptionally well. He has already sent in several very good sized orders. Frank Heinick is covering the city and finds that the dealers, one and all, are very much encouraged, and are much more willing to place orders than they were at this time last season. The Edison Cygnet horn has taken with the public exceedingly well. In fact, Mr. Buehn believes it will eventually replace the straight horn entirely. As to the Edison Amberola, of which the Buehn firm have added a number, they sold them just as fast as they were received. The firm expect to re-decorate their sound proof rooms and have already begun work on two of them.

The firm managed to fill all holiday orders, and with very little delay. "It was a case, in many instances, of filling orders from hand to mouth, but we managed to get through all right," says Mr. Buehn, "even although it was close figuring at times."

The salesmen of the firm have already taken to the road. R. J. Dungan is at present up through Pennsylvania, and is doing exceptionally well. He has already sent in several very good sized orders. Frank Heinick is covering the city and finds that the dealers, one and all, are very much encouraged, and are much more willing to place orders than they were at this time last season. The Edison Cygnet horn has taken with the public exceedingly well. In fact, Mr. Buehn believes it will eventually replace the straight horn entirely. As to the Edison Amberola, of which the Buehn firm have added a number, they sold them just as fast as they were received. The firm expect to re-decorate their sound proof rooms and have already begun work on two of them.

The Penn Talking Machine Co., like the other firms, report that their holiday business was the best they have ever had, with the one exception of 1909, which was considerably better than they had calculated. "For the present year," says a member of the firm, "our prospects are excellent. Everything points to a very big year. Already we have sold a number of machines in the new year, and our record trade has been little less than marvelous, much of it coming from holiday purchasers of the talking machine.

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

H. A. Weymann & Sons report that they came near having a record with their holiday trade. Two days before Christmas they sold 31 Victor and the last day but one sold out.

They had been practically cleaned up on Victor, but the day before Christmas they were able to get in a dozen, which helped them out, yet they feel that they would have been able to sell nearly that many more of them if they could have had them. Business the first week in January was considerably more than normal. The Edison Amberola records are selling exceptionally well and they could have disposed of several more Amberola machines if they could have gotten them. Norbet Whitewell will start through Pennsylvania this week, and on Tuesday or Wednesday W. H. Doerr will start through the southern trade of the firm. They will make a number of changes in the depart- ment early in the new year. They will revise the racks and will place every rack in a heavy cardboard envelope separately, to insure the dealers that they will receive the records they order in first class condition in every way. If every business in Philadelphia looked as bright for those engaged in it as does the talking machine business at the dawn of 1910, what a bright and cheerful prospect ahead there would be for the business man.


When asked what he thought of the outlook, Geo. W. Lyle, general manager of the Columbia Phonograph Co., General, said: "Never better. We suffered from a shortage of goods, but we will catch up before long, and 1910 will make a new high record for Columbia products. Personally, I am feeling fine, and business conditions prospectively warrant this pleasant frame of mind."
It is clear that Columbia dealers are going to coin money this winter on the Grafonola line. One thing you can count on: As soon as we have persuaded any man who has the purchase of a hornless machine in mind to step inside of your store long enough to see the Grafonola ‘De Luxe’ and make comparisons, it’s all over but the name and address.

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

You may remember—that’s what we told you along in October. It’s ‘a little later’ now. The proof has arrived. The prediction has come true.
And since then, the advent of the Grafonola "Elite" has strengthened the whole program unmistakably. It's "the greatest hundred dollars' worth of music in the world." It never kills the sale of one of the $200 instruments according to our observations, but reaches out and takes strong hold on an entirely new class of trade—a trade that you have never reached before. A good part of the profit in every Grafonola "Elite" sale you make must be counted as found money, on that account.

Unless you believe it is necessary for a talking machine dealer to run his business as a hand-tied employee of the manufacturers instead of an independent factor in the business, now is the best time in the world to give some mighty serious consideration to the business that is waiting all around you—waiting to be reached by means of these three splendid instruments.
Many of the most prominent Edison Jobbers and Dealers are not only taking advantage of the handsome profits which the handling of The Edison Business Phonograph affords, but they are using the Edison Business Phonograph with great success for dictation and transcription of their own correspondence.

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

The Edison Business Phonograph is already being used to-day in offices large and small, in all branches of industry throughout the country. It is only a matter of time before all business correspondence will be handled by the Edison Business Phonograph. Let us make room for these new Amberol records, twenty-eight of the former having been cut out in the month of December. The second supplement comprised twenty-eight records, ten of them by the incomparable Slezak, whose debut on the stage of the Metropolitan Opera House constitutes a page in the history of that famous temple of art. Slezak is a young man, in physical stature a giant, hardly as yet at the zenith of his vocal powers, and with many years of professional usefulness before him. He has been retained to sing exclusively for Edison records for a number of years. His contract with the National Co. secures him the exclusive property of his entire French and Italian repertoire, as well as to any selections he may use on his American tours. These three records on this list are by Ricciardone, the famous tenor, who is in this season to receive international acclaim, and three more by the marvelous Spanish tenor, Constantinoff. Mme. Blanché Arvil, the gifted coloratura soprano, whose name is synonymous with the commendations of Metropolitans' press and critics, proceeded on a triumphal tour of the country, contributing four more, as do Adelina Patti, the famous Soprano, at present singing in Italy, and who, from April 1 to September 1, will be leading soprano of the Colosso Theater, New York.

The remainder numbers on the list are the offerings of soloists who are still little known on this side of the water, but who, in the musical circles of the world (and particularly the French capital), are recognized as artists of the highest caliber, M. Ducin, tenor, Louis Nucely, baritone, and Gaston Dubois, tenor. As regards variety of choice and musical excellence, this list of records represents many of the best and most popular offerings of the world's greatest composers—arias so well known that every lover of the higher grade of music knows them on the fingers of his hand.

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

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

Mme. Marguerite Sylva, the great American prima donna, is known all over the United States by her former light opera successes. Not
content to shine in comic opera, however. Miss. Silverman, the Paris operetta star, after a few years of careful training by some of the best masters, who successfully appeared in grand opera. She speedily became a favorite at the Metropolitan Opera House, where she always carries her voice in thousands of homes throughout this and other lands.

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

Maria Galvany is one of the best known coloratura sopranos of the present day. She is well known to music lovers, especially in Spain, where she has been a great favorite. She is one of the very few who have thoroughly mastered the art of singing, so much beloved by music lovers, both in Europe and America, happiness has brought lasting fame to Patti, Melba and Sembrich.

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


The end of the year 1909 and the first weeks of 1910 have proven a great surprise to the dealers in talking machines here in Boston, for the reason that the business has kept up much longer and better than ever before. All the dealers, both wholesale and retail, expected that right after the holidays there would be a slump, but up to the 15th of January no slump has made its appearance, and everything seems to be bright for at least a few weeks more of holiday trade.

The holiday trade was never better. More high-grade, costly machines were sold than was expected, and the advance in the business of the hornless machines was phenomenal. In fact, they were in much greater demand than the ma-

The Oliver Ditson Co., who handle the Victor exclusively, report a phenomenal business in this line during the month of December. Mr. T. M. Co. Employes for Hard Work—The Iver Johnson Co. reports that their talk-
ing machine business on the Edison phonograph during the Christmas holidays, was far greater in vol-

The Boston dealers, in the large de-

opent to approach the grand opera lover.

Manager Silverstein, of the C. E. Osgood Co.'s department, says that the while the holiday busi-

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

The Iver Johnson Co. reports that their talk-

Engaged by the Edison Phonograph in the recording of these selections, so that there is no fear of any defect in that respect. With these new records being the best market ever offered, the extremely low price of $1.00 each will be seen that the National Co., besides giving their jobbers and dealers a grand opera catalog that will bring in a wonderful business, are also placing them in a most enviable pos-

sentiment to the resolution of the American management for their hard and efficient work during the holidays. Chairman Fitzgerald of the concert committee was given a hearty vote of thanks for his hard and efficient work at the last concert, and the same courtesy was ex-

The Columbia Phonograph Co. are making a remarkably effective window display this season, running largely to the hornless instru-

Make me a proposition and look up your references. Address "EXPERIENCE," care Talking Machine World, 1 Madison avenue, New York.

Manager Desires Position

Position desired as manager of Wholesale Talking Machine Department, either Edison, Columbia or Victor. At present in charge of work in office of Morris & Houseman, Wholesale and Jobbing House, 15 East Grand street, New York City. Desire the position of any description. Must be very cheap. Send full particulars to

MR. JOBBER!

Have you a business with a future? Could a competent and experienced manager make himself worth a percentage of the profits? No objections to traveling a portion of the time. Make me a proposition and look up your references. Address ‘EXPERIENCE,’ care Talking Machine World, 1 Madison avenue, New York.

S. H. Brown of the sales force was made chair-

The entire sales force of the shop were made chairman of the committee for the next concert.

The Manhattan Phonograph Co. are making a remarkably effective window display this season, running largely to the hornless instru-

Mr. S. H. Brown of the sales force was made chair-

Mr. Jobber wishes to retire from business. Capital required about $3,000. For particulars, address E. U. com.
VICTOR CO.'S GREAT BUSINESS.

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

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

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

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

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

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

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

"TALKER" A CAMPAIGN FACTOR.

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

In the general election, which is now under way in Great Britain and Ireland, and in which the future of the House of Lords so largely figures, the talking machine is being used to a very large extent in promulgating the speeches of Prime Minister Asquith, Lloyd George—the stymiee for the trade, but it takes a long time to train people to whom we can entrust even the manufacture of records."

COLUMBIA HONORS AT THE ALASKA-YUKON-PACIFIC EXPOSITION.

In connection with the highest grand award secured by the Columbia Phonograph Co. at the Alaska-Yukon-Pacific Exposition, the chairman of the Jury of Awards has sent the following letter to the Director of Exhibits, in which he emphasizes special Columbia features. Enlarged reproductions of this letter have been sent out to Columbia agents.

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

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

"It is the unanimous opinion of your Jury that this firm has attained the highest standard in the manufacture of Disc Machines and Disc catalog number. It is a clever idea, and Editor Gerson is not only fostering the growth of Victor record sales, but with his special Victrola numbers on the daily concert programs of each of the Wannaker stores, in connection with the regular orchestra, affords concrete means for the cultivation and appreciation of the best in music.

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

"Chinese Actor Killed.

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

Ah Hoong, a Chinese comedian who recently assisted the National Phonograph Co. in making forty-eight Chinese records, fell a victim on December 29 to the war of the Tongs that is at present raging in New York's Chinatown. Hoong, who deserted the Say Sing, or "Four Brothers," in San Francisco and joined the On Leong Tong, had been commanded under threat of death to desert the latter organization. This he refused to do and the threat was quickly put into execution despite the extraordinary police precautions. Hoong, who was thirty-five years old, was one of the best known Chinese actors in the country, and a special favorite in San Francisco. He made his appearance in New York about five months ago in the Chinese theater in Doyer street in "Daughters of the Thousands Dragons of the Sun." The play, which has since been stopped by the closing of the theater, would have been finished in only six more months.

MUSIC MASTER WOODEN HORN.

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

H. N. McMenimen, manager of Shepard & Van degrift, manufacturers of the "Music Master" wooden horn, Philadelphia, Pa., after returning from a trip to the Middle West, said: "Business west of Chicago done my heart good—nothing like it East. Lyons & Healy, Harger & Blish and other concerns have been doing a great trade, and I predict that before the close of 1910 business in the talking machine line will be a tremendous surprise in point of volume—best in the history of the country. I feel like a different man since meeting the western trade. The farmers out there are buying liberally and you will see the people in the East loosen up also. They have the money, but they have been holding fast to it. We are turning out 175 horns daily and disposing of the entire output."

WANAMAKER ENTERPRISE.

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

Our Stocks of EDISON and VICTOR Goods are Complete. GIVE US A TRIAL

WRITE FOR OUR Special Lists of EDISON RECORDS Published by us Exclusively

MAGNETIC NEEDLES

Are THE Best—Three Kinds
MULTI-TONE—LOUD TONE—MELOW TONE

Write for Free Samples and Prices

You Can Sell This VICTOR-OUTFIT For $25.00 Retail

OUR MODERATE PRICE

Continuation Top Cabinets HAVE MADE A BIG HIT

They Match the Victor Machines They Match Your Customer's Pocketbook

VICTROLA PROTECTORS Keep Your Victrolas in Good Condition

PRICES FOR VICTROLA XII, $1.50 FOR VICTROLA XVI, $2.00 SEND FOR SAMPLES

WE ARE THE OLDEST ESTABLISHED JOBBERS IN GREATER NEW YORK

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

SPECIAL
BIG SALE OF HIGH-GRADE CYLINDER CABINETS
Write for Prices and Descriptions at Once

DECEMBER 15

Buenos Ayres, 221 pkgs., $9,127; Cape Town, 5 pkgs., $206; Colonial, 2 pkgs., $190; 29 pkgs., $317; Guaymas, 6 pkgs., $235; Havana, 6 pkgs., $210; Hamilton, 6 pkgs., $238; Havana, 4 pkgs., $206; Colon, 9 pkgs., $222; Hamburg, 2 pkgs., $272; Havre, 11 pkgs., $251; Iquique, 5 pkgs., $146; Leicester, 20 pkgs., $120; Lisbon, 3 pkgs., $100; London, 51 pkgs., $8,449; 18 pkgs., $1,500; Melbourne, 23 pkgs., $810; Montevideo, 2 pkgs., $350; Newcastle, 24 pkgs., $156; Rio de Janeiro, 71 pkgs., $1,468; Sydney, 1,166 pkgs., $10,128; Vera Cruz, 142 pkgs., $2,623.

DECEMBER 22

Buenos Ayres, 231 pkgs., $9,137; Cape Town, 5 pkgs., $206; Colonial, 2 pkgs., $190; 29 pkgs., $317; Guaymas, 6 pkgs., $235; Havana, 6 pkgs., $210; Hamilton, 6 pkgs., $238; Havana, 4 pkgs., $206; Colon, 9 pkgs., $222; Hamburg, 2 pkgs., $272; Havre, 11 pkgs., $251; Iquique, 5 pkgs., $146; Leicester, 20 pkgs., $120; Lisbon, 3 pkgs., $100; London, 51 pkgs., $8,449; 18 pkgs., $1,500; Melbourne, 23 pkgs., $810; Montevideo, 2 pkgs., $350; Newcastle, 24 pkgs., $156; Rio de Janeiro, 71 pkgs., $1,468; Sydney, 1,166 pkgs., $10,128; Vera Cruz, 142 pkgs., $2,623.

DECEMBER 29

Amsterdam, 2 pkgs., $175; Berlin, 36 pkgs., $794; Bilbao, 11 pkgs., $325; Bremen, 5 pkgs., $145; Guayaquil, 5 pkgs., $355; Havana, 4 pkgs., $295; Liverpool, 2 pkgs., $111; London, 1,112 pkgs., $76,117; 20 pkgs., $1,644; 9 pkgs., $765; Manila, 78 pkgs., $4,305; Vera Cruz, 114 pkgs., $5,635; Yokohama, 14 pkgs., $980.

JANUARY 4

Berlin, 219 pkgs., $1,244; Buenos Ayres, 92 pkgs., $8,834; 8 pkgs., $206; Colon, 7 pkgs., $309; 4 pkgs., $238; 11 pkgs., $299; Guayaquil, 3 pkgs., $130; Hong Kong, 40 pkgs., $912; Kingston, 11 pkgs., $465; Kobe, 3 pkgs., $136; Limon, 2 pkgs., $132; 2 pkgs., $101; London, 17 pkgs., $1,623; Manzanilla, 7 pkgs., $212; Montevideo, 1 pkg., $393; St. Johns, 6 pkgs., $137; Sidney, 81 pkgs., $844; Vera Cruz, 15 pkgs., $683.

TALKING MACHINE MAN DEAD.

Frank D. Coyle First Used Phonograph as Amusement Device.

Jane Dawson Coyle, long connected with the theatrical business and probably the best known of dime museum lecturers, died at St. Francis' Home, 600 Fifth avenue, two weeks ago. Mr. Coyle was born in Washington fifty-seven years ago. His father, John F. Coyle, was proprietor of The National Intelligencer of that city. Mr. Coyle saw the value of the phonograph when it first became a nine days' wonder. He started out exhibiting the machine in the east, and became a pioneer in the field of mechanical amusement devices.

JOURNEY HERE TO MAKE RECORDS.

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

Good Business During Closing Months of Year

A review of the business done in Cleveland during the past year brings to mind many weeks of inactivity, not to say depression, in trade, especial in the first months of the year. Business was not bad during the increasing evidences of prosperity, anticipat-

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

The talking machine trade for December among the retail trade was very brisk, and all reports having had a large business. The best kind of machines were strongly in demand, and the port having had a large business. _The best kind Business of all the merchants took particular note of it, and the St. Louis Talking Machine Co. not only attracted the attention of the distance telephone and telegraph.

As Mr. Gressing 'phoned for a touring car for a trip during the first part of the month, but the last two weeks found them in such a hurry for the purchase of a Christmas present for his family. His mind was set on a Victrola and he decided to purchase it during December.

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

DEALER MUST HAVE FAITH IN GOODS.

If He Doesn't He Is Wasting Time in Business.

izational Trade Builder.

We can show you how to increase your business wonderfully this year on a plan which possesses unlimited opportunities for profit. Our specialty and system work right in with your talking machine business and entails no increase in your sales force. It will line you up for the sale of more "talkers," especially the largest and most expensive machines—those particularly adapted for public use.

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

J. P. SEESEUG PIANO COMPANY

209 STATE STREET, CHICAGO, ILL.
WIRELESS OPERA THE LATEST.

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

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

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

The "tuner," or receiving apparatus, which Pickerill displayed, was so small that it was contained in a leather receptacle about the size of a tin tobacco box. Yet it was a formidable mechanism necessary to pick messages from the air. The aerial was a typewriter and the "ground" was a steam radiator.

After "kicking up" his tuner to the typewriter and to the radiator, Pickerill placed an ordinary telephone receiver to his ear and after a moment of twowait announced that he was in a position to read for the benefit of the editors of The World went to another room and thence telephoned a message to the headquarters of the United Wireless Company in Telegraph Avenue, with instructions to send it out at once. The message was "Tomorrow's weather—storms and blizzards."

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

"Almost anything will do," Mr. Pickerill declared. "At home I use the frame of my bed. Out of doors I use an umbrella hanging over my arm. In the country I may try to catch the affixing the phone receivers so that they will hardly be noticeable, and I will get messages just as effectually as if I had the highest-priced apparatus in the world.

Useful in Warfare.

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

Asked over how great a distance he had tested his new receiver, Mr. Pickerill said he had spoken through to Galveston, Mexico, and Colon, Panama, both more than two thousand miles away; and, as to obstructions he had messages from Colorado Springs to Cripple Creek, which had the .414.14 feet high, between them.

The "wireless opera" season is announced to begin next week at the Metropolitan Opera House. In this etheristic opera all the performers will be a wireless receiver. Any wireless receiver, properly attuned and connected to a single upright wire and to a telephone earpiece, will catch the music of the orchestra and transmit it into the familiar airs of grand opera.

How It Is Done.

The performance is made possible by improvements in the wireless telephone by Dr. Lee De Forest and by the invention of the dictograph by Kelly Turner. The dictograph instruments were recently installed on the stage of the opera house and wires run from them up to the large radiovalvule at the top of the building. There the long distance radio telephone transmitter, combined with a special device whereby the music, as brought up from the stage dictograph, is then sent out broadcast from the antenna wires set up. Two special masts are erected on the roof of the Metropolitan Opera House, near the Broadway side, and from the top of these the antenna wires lead down to the radiophone.

There are hundreds of wireless receiving stations in Greenland, in which such receiving stations can accommodate as many listeners as there are telephone receivers at hand. It is estimated that many more people will hear the opera by the instrument than the large audi- torium of the Metropolitan could possibly accom-modate.

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

SOME FINE SPANISH RECORDS

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

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

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

Supreme among Spanish tenors of all countries, and ranking next in importance on the operatic stage in New York City, is Rafael Bezares. He has a pure tenor voice, which is very rich and expressive, and although he has never appeared in this country, he is known throughout Europe and Spanish America. He is an artist of great ability and versatility, and his large repertory of all types of music, as brought up from the stage dictograph, is a splendid exhibition of masterly talent. He is well known throughout Europe and South America and has appeared with great success on the concert stage of this country.

Other tenors of the very first rank are Pablo de Medinacelli of New York, who is a well known opera singer. Their voices are of ex- cellent quality and well suited for high class music.

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

RAFAEL BEZARES.

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

NEW YEAR OPENS AUSPICIOUSLY

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

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

GOOD REPORTS FROM OHIO.

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

D. M. Rodgers says: "The talking machine business has been very dull with me these hard

times, but I find your paper interesting and beneficial to any one in this business, and, as long as I handle talking machines, I hope to be a reader of your journal.

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

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

FROM OUR CHICAGO HEADQUARTERS.

Room 806, No. 156 Wabash Avenue, E. P. Van Harlingen, Manager.

Closing Months of 1909 Record Breakers Say Talking Machines Greatest Volume of Business from Larger Towns and Cities—Country Trade Expected to Improve This Year—Lyons & Healy's Big Victrola Sales—General Sale of National Phonograph Co.'s Fine Report—Grand Opera Season at Hand—Amberola "Makes Good"—Trade in Towns and Cities.

The retail holiday business at Lyons & Healy is the talk of the trade. The Victrola sales were something simply astounding. For one day there were sold twenty-four Victrolas, twenty-two 16s and one 12s. The entire floor was occupied with the handsome instruments from the start of the ceremony over the Christmas holidays, and all report an increase somewhere in the neighborhood of $500 on the average over the corresponding month of last year. As could have been prophesied, the only difficulty was in getting enough of the handsome instruments from the manufacturers. Various Columbia dealers had a fine trade in December, surpassing the December sales of the past year. Mr. Kreiling is working his in- vestment genius overtime and a couple of fine new children of his fertile brain will shortly make their appearance.

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

Some Columbia Items.

W. C. Puhl, district manager of the Columbus Phonograph Co., is well pleased with what has been done by the several Columbia dealers during the holidays. The business was wonderful, and all of the important southern and western cities comprised the extensive territory over which he has jurisdiction. The Columbia branches or dealers had a fine trade in December, surpassing the corresponding month of last year. The various types of Columbia Grafonolas (cone-cased horn machines) were greatly in vogue. The only difficulty was in getting enough of the handsome instruments from the factory to supply the demand.

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

Mrs. Cook, formerly connected with the Chicago office, and who for some months past has covered southwestern territory for the St. Louis branch, has returned to this office as has been assistant to Retail Floor Manager Herriman.

H. H. Myers who travels Iowa, Michigan and Indiana, and Earl Zerkle, whose usual stamping ground is Wisconsin and Upper Michigan, have turned to this city and have become assistant to Retail Manager A. A. Trostle.

The law of capillary attraction may do its perfect work. Burton Pierce, manager of the talking machine department, was very optimistic regarding the coming year. Furthermore, he said the "B. & H." fibre needle is $1.25 for 250, this is certainly "going some."
Cabinet Plant Burns. The plant of the Compartment Filing Cabinet Co., manufacturers of disc and cylinder record cabinets, 31:30 W. 29th street, was destroyed by fire Christmas Eve. Plans for resumption of business in another location are under way, and the company will probably be in a position to make shipments very shortly.

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

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

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, left this week for a department of Lyon & Healy, left this week for a

Personal.

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

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

In a long flowing robe richly embroidered, he entered the stage, and the audience last evening and amused it to tears, for it was a splendid production of a splendid opera.

No small credit is due to the tenor of the opera, for he was heard in a strange auditorium before a disbelieving audience, but he proved to be a tenor of prodigious physical height and of the sort that would delight the audience that once applauded the heroics of Tommaso Salvini.

Leo Slezak, who sang last season at Covent Garden, and whose achievements have been publicized to New York in brilliant colors, was last night a new tenor, and his voice has none of the brutal dramatic strength of that famous tenor, but it is far more beautiful in moments of tenderness, and he is a capital actor as well. After the third act he was sung out for a revolution. When the news of the production was publicized, heavy pages and the house rose at him in applause. Mr. Slezak was welcomed in a night, and there were no "lots and if's.

"By all, it is fresh and beautiful in quality. For example, he entered the peeling cry of "Sangue! Sangue!" there was no sense of strain in his voice, and there was no need to call for applause. His voice is robust and of much dramatic power, and when be employs it to the utmost, it is as fresh and clear as any other. To the critics he is a tenor of prodigious physical height and of the sort that would delight the audience that once applauded the heroics of Tommaso Salvini.

Leo Slezak, who sang last season at Covent Garden, and whose achievements were the features that attracted readers of The World on this occasion: the leading papers which reflect the tenor of the day.

Leo Slezak, who sang last season at Covent Garden, and whose achievements were the features that at-
LOOKING INTO THE FUTURE!

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

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

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

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

NOW A PERSONAL WORD OF THANKS.

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

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

Lyon & Healy

CHICAGO
WITH THE MEMPHIS TRADE.

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

(Special to The Talking Machine World.)

Memphis, Tenn., Dec. 21, 1909.

Hella telling the death of the departing year
of 1909 mark the end of the best and most suc-
cessful twelve-month period in the history of
Memphis, from a business and commercial
standpoint, and usher in a new one which prom-
ises to yield bigger and better things.

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

The most serious drawback to the unimpeded
progress of prosperity in Memphis for the year
has been the shortage in the yield of cotton and
other crops, but compensation has been had in
the prices higher than since the period just
after the civil war. Quotations have ranged from
best types of machines.

A Memorial in This Territory.

In this territory.

The month just past has been one of the
good times swooping down on everybody.

Than ever before has gone far toward bringing
the benefit of such high prices more
able to get the
previous year.

$40.00 to $50.00 during the last few months of
about 121/2 cents to 15? cents, being at the latter
prices higher than since the period just

The progress of prosperity in Memphis for the year
with occurrences as they have transpired.

it. and they are known to all who have kept up
with it no mental reservation whatever.

ises to yield bigger and better things.

standpoint, and usher in a new one which prom-

Memphis, from

SAPPHIRES

REPAIR PARTS

BELTS

Specialties

For Commercial Phonographs. STITCHED.

SPECIALTIES

FEED NUTS

For All Makes, Made of the Best Steel

NOTE: WE SELL TO JOBBERS ONLY. WRITE FOR CATALOG TO-DAY.

400 FIFTH AVENUE, NEW YORK, N. Y.
CLEAN UP IN SAN FRANCISCO.

Dealers and Jobbers Cleaned Out of Goods Owning to Holiday Demand—Greatest Call Was for High Class Machines—Columbia Phonograph Co. in New Quarters—Hauschmidt's Department—Bagagliupi Preparing for Layout—Sherman, Clay & Co.'s Greatest Sales Day—Kohler & Chase and the Columbia-Grafonola in Favor—Other Items of News.

(Special to The Talking Machine World.)
San Francisco, Jan. 4, 1910.

Probably never before in the history of San Francisco has there been such a close clean-up of talking machines, records and other goods, as at the close of the present holiday season. Not one dealer, but all, report a demand that has never been equaled. Notwithstanding there has been a great deal of inquiry for the machines and records have been the leading feature, but this class of goods seems to be developing a new trade, without interfering with the sale of the cheaper lines in any way. Sales of the most expensive Victor and Columbia machines and records have been the leading feature, but while this class of goods seems to be developing a new trade, without interfering with the sale of the cheaper lines in any way. Sales of the most expensive Victor and Columbia machines and records have been the leading feature, but this class of goods seems to be developing a new trade, without interfering with the sale of the cheaper lines in any way. Sales of the most expensive Victor and Columbia machines and records have been the leading feature, but this class of goods seems to be developing a new trade, without interfering with the sale of the cheaper lines in any way.
\[ \text{The Talking Machine World, INDIANAPOLIS, IN.} \]

\[ \text{Just One (1) Udell Value} \]

The Cabinet illustrated lists at $223.50 in our Cabinet Catalog. You drop the first and last numbers and 50% of what is left gives you the price $11.75. You can have the Cabinet in Quartered Oak all over or Mahogany Top, Front and Back. Swell Door. Every stock order has one of these (1) which have cabinets higher and lower in price.

Udell Cabinets can be had for Disc Records, Cylinder Records, Piano Player Rolls and Sheet Music.

Nothing would please us better than for You to Write us to-day asking for The Udell Cabinet Catalog.

Write while you read.

The Udell Works

\[ \text{EDISON AMBER RECORDS.} \]

\[ 345 Rose of the World, Victor Herbert and His Orch.} \]

\[ 346 My Pretty Little Piece of India} \]

\[ 347 Inna Hawaii, Mrs. A. Stewart Holt} \]

\[ 348 Miss Anna Held} \]

\[ 349 I'm Glad You're Here} \]

\[ 350 Clara Blanck and Walter Van Brunt} \]

\[ 351 Old Fashions} \]

\[ 352 I Hear the Footsteps of the War, Victor Minstrel Band} \]

\[ 353 Tom Ricks and His Boy Scouts} \]

\[ 354 Maude Adams} \]

\[ 355 I'm Sure} \]

\[ 356 I'm A Little Bit Crazy} \]

\[ W. A. C. \]

\[ \text{RECORD BULLETINS FOR FEBRUARY, 1910} \]

\[ \text{NEW VICTOR RECORDS} \]

\[ \text{NEW RED SEAL RECORDS} \]

\[ \text{COLUMBIA 12-INCH DOUBLE-DISC RECORDS} \]

\[ \text{COLUMBIA 10-INCH DOUBLE-DISC RECORDS} \]

\[ \text{COLUMBIA 2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS} \]

\[ \text{COLUMBIA 4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS} \]

\[ \text{Just One (1) Udell Value} \]

The Cabinet illustrated lists at $223.50 in our Cabinet Catalog. You drop the first and last numbers and 50% of what is left gives you the price $11.75. You can have the Cabinet in Quartered Oak all over or Mahogany Top, Front and Back. Swell Door. Every stock order has one of these (1) which have cabinets higher and lower in price.

Udell Cabinets can be had for Disc Records, Cylinder Records, Piano Player Rolls and Sheet Music.

Nothing would please us better than for You to Write us to-day asking for The Udell Cabinet Catalog.

Write while you read.

The Udell Works

\[ \text{56 Cabinet with a capacity of 192 12-Inch Disc Records.} \]

\[ \text{Height 48 inches. Width 54 inches. Depth 20 inches} \]

\[ \text{EDISON AMBER RECORDS} \]

\[ 345 Rose of the World, Victor Herbert and His Orch.} \]

\[ 346 My Pretty Little Piece of India} \]

\[ 347 Inna Hawaii, Mrs. A. Stewart Holt} \]

\[ 348 Miss Anna Held} \]

\[ 349 I'm Glad You're Here} \]

\[ 350 Clara Blanck and Walter Van Brunt} \]

\[ 351 Old Fashions} \]

\[ 352 I Hear the Footsteps of the War, Victor Minstrel Band} \]

\[ 353 Tom Ricks and His Boy Scouts} \]

\[ 354 Maude Adams} \]

\[ 355 I'm Sure} \]

\[ 356 I'm A Little Bit Crazy} \]

\[ W. A. C. \]
DO YOU TALK PINK OR GREEN?

California Professor Allows That Each Inflection of the Voice Has Its Distinctive Color—Tells of Yellows and Reds—"8" is Yellow, While "I" is Orange—"O"s and Double "O"s Are Brown, Blue, and Deep Red.

Prof. George M. Stratton, occupying the chair of psychology at the University of California, sees colors in the tones of the voice; or, rather, he knows how the colors are seen, and to the individual letters of the alphabet he describes individual hues.

The psychologist, applying motive power to a law-mower, was clicking out all the colors of the rainbow on his aerial lawn on the higher Berkeley Hills when interviewed on the subject yesterday.

"I do not claim any originality for what I have said in this regard," he remarked in what might be described as a thoughtful lavender voice.

"Francis Galton, the English scientist, went over the subject very thoroughly in his 'Human Faculty' many years ago.

"There are persons," he continued, speaking in more of a violet tone, "to whom single words, and even separate parts of a word, have individual hues.

"The S sound to anyone is a yellowish tone. "The I is orange.

"Higher pitched letters, such as the short sound of 'I—the 'I' in 'it'—is apt to be brighter and warmer—say yellow or pink.

"The long O sound and the OO are darker. We see colors in the tones of the voice; or, rather, he knows how the colors are seen, and to the individual letters of the alphabet he describes individual hues.

The psychologist, applying motive power to a law-mower, was clicking out all the colors of the rainbow on his aerial lawn on the higher Berkeley Hills when interviewed on the subject yesterday.
This invention relates to the manufacture of cylindrical phonograms of celluloid, xylonite or like material, and the object is to cheaply produce such phonograms from sheet material and in which the united edges of the sheet run approximately circumferentially to eliminate the unpleasant knocking sound caused by a stylus striking a longitudinal joint during reproduction.

Hitherto such phonograms have been made of seamless tubular material and the cost has been excessive. Neither can tubes be manufactured thin enough to give the desired flexibility. Unsuccessful attempts have been made to use sheet material with a lap joint but such joint struck thin enough to give the desired flexibility, and caused a clicking or knocking sound on each revolution of the record. In addition to this the lapping of the material made a double thickness at the joint which caused the record to run eccentrically with respect to the stylus.

In this invention, both tubular and sheet material is used and the joint is made to run approximately circumferentially, but it is provided with a lap joint made by lapping the material so that the record can be made thin enough to give the desired flexibility, and yet have a joint which is compact enough to prevent the sound caused by a stylus striking the joint.

This invention relates to a combined graphophone horn and record case, the object of the invention being to provide a collapsible horn composed of telescopic sections, the outer section carrying means for supporting a series of records, together with a case or receptacle in which the collapsed horn and records are adapted to be stored for ready and convenient transportation.

This invention relates to improvements in means for increasing the available recording surface in phonographs, and an object of the invention is to provide a phonograph in which the record surface is of a flexible nature and having a relatively great length may be inserted or removed from the device, thereby giving the user the ability to exchange the record without the necessity of changing the horn attachments.

In this invention, the horn is provided with a series of sound boxes, each of which is capable of being partially removed or replaced. This allows the user to select the sound boxes that best suit the recording material and the desired sound quality.

In the present invention, the sound boxes and stylus may be placed into contact with the record on one side and are removed from the other side in a manner similar to conventional phonographs. However, the sound boxes in this invention are arranged to fit into the horn, thereby allowing the user to select the sound boxes that best suit the recording material and the desired sound quality.

The present invention provides a device that allows the user to exchange the sound boxes without the necessity of changing the horn attachments, thereby providing a more versatile and user-friendly phonograph.

In conclusion, this invention provides a phonograph that allows the user to exchange the sound boxes without the necessity of changing the horn attachments, thereby providing a more versatile and user-friendly device.
This invention relates to phonographs and has for its object the provision of (1) means applied to the traveling sound box carriage which permits a slight elevation thereof, such as is necessary in order that the sound record may be applied to or removed from the mandrel, but which prevents the said carriage from being raised more than the slight distance referred to; and (2) an improved form of interchangeable gearing for operatively connecting the mandrel and feed screw shaft, and which can be shifted so as to change the relative speeds of said rotary members, whereby the instrument will be capable of operating upon sound records of different pitch, as for example, sound records of respectively one hundred and two hundred threads per inch.

Figure 1 is a front elevation, partly in section, of invention, showing a phonograph constructed in accordance with the invention; Fig. 2 is a plan view of a portion of the phonographs showing the interchangeable gears for operatively connecting the mandrel and feed screw shaft; Fig. 3 is a side elevation of a portion of the phonograph and its driving motor as viewed from the right in Fig. 1; Fig. 4 is a side elevation of the phonograph as viewed from the left, Fig. 1; Fig. 5 is a detail side view of the movable frame or support which carries a part of the interchangeable gear mechanism; Fig. 6 is a rear view of the same; and Fig. 7 is a detail plan view of the means holding the starting and stopping lever.

The object of the invention is to provide a simple, inexpensive and efficient sound-box for reproducing sound, which will be capable of producing or recording the sounds by means of records employed in phonographs, talking machines and similar apparatuses, by means of which the sounds can be reproduced with greater amplitude and distinctness, and with all their original tonal qualities, and in which the relatively movable parts are not subjected to excessive wear.
This invention relates to phonographs and has for its object the provision of interchangeable feed-disconnecting means embodied in a phonograph for feeding the travelling carriage upon which the sound-box is mounted at either of two rates of speed, one of which may be suitable for operating upon a record of 100 threads per inch and the other for operating upon a record having 200 threads per inch. The particular means employed by the invention are a hollow rotary feed screw mounted concentrically with respect to the inner shaft, capable of being locked to said shaft, and in which the parts are arranged to rotate at a different rate of speed.

This invention relates to phonographs and has for its object the provision of interchangeable feed-disconnecting means embodied in a phonograph for feeding the travelling carriage upon which the sound-box is mounted at either of two rates of speed, one of which may be suitable for operating upon a record of 100 threads per inch and the other for operating upon a record having 200 threads per inch. The particular means employed by the invention are a hollow rotary feed screw mounted concentrically with respect to the inner shaft, capable of being locked to said shaft, and in which the parts are arranged to rotate at a different rate of speed.

This invention relates to phonographs and has for its object the provision of interchangeable feed-disconnecting means embodied in a phonograph for feeding the travelling carriage upon which the sound-box is mounted at either of two rates of speed, one of which may be suitable for operating upon a record of 100 threads per inch and the other for operating upon a record having 200 threads per inch. The particular means employed by the invention are a hollow rotary feed screw mounted concentrically with respect to the inner shaft, capable of being locked to said shaft, and in which the parts are arranged to rotate at a different rate of speed.

This invention relates to phonographs and has for its object the provision of interchangeable feed-disconnecting means embodied in a phonograph for feeding the travelling carriage upon which the sound-box is mounted at either of two rates of speed, one of which may be suitable for operating upon a record of 100 threads per inch and the other for operating upon a record having 200 threads per inch. The particular means employed by the invention are a hollow rotary feed screw mounted concentrically with respect to the inner shaft, capable of being locked to said shaft, and in which the parts are arranged to rotate at a different rate of speed.

This invention relates to phonographs and has for its object the provision of interchangeable feed-disconnecting means embodied in a phonograph for feeding the travelling carriage upon which the sound-box is mounted at either of two rates of speed, one of which may be suitable for operating upon a record of 100 threads per inch and the other for operating upon a record having 200 threads per inch. The particular means employed by the invention are a hollow rotary feed screw mounted concentrically with respect to the inner shaft, capable of being locked to said shaft, and in which the parts are arranged to rotate at a different rate of speed.

This invention relates to phonographs and has for its object the provision of interchangeable feed-disconnecting means embodied in a phonograph for feeding the travelling carriage upon which the sound-box is mounted at either of two rates of speed, one of which may be suitable for operating upon a record of 100 threads per inch and the other for operating upon a record having 200 threads per inch. The particular means employed by the invention are a hollow rotary feed screw mounted concentrically with respect to the inner shaft, capable of being locked to said shaft, and in which the parts are arranged to rotate at a different rate of speed.

The thickness of the parts constituting the record is exaggerated for the sake of clearness.


This invention relates to improvements in sound-boxes, and the objects of the invention are to provide an improved mounting for a stylus bar, in which an adjustable tension is exerted upon the bar to restrain the oscillation thereof, and to provide other improvements.

In the drawing, Figure 1 is a portion of a phonograph constructed in accordance with the invention, the parts being arranged for feeding the sound-box carriage at a suitable speed for operating upon records having 300 threads per inch; Figure 2 is a sectional view showing the parts arranged for feeding the carriage at a suitable speed for operating upon records having 200 threads per inch; Figure 3 is a sectional view of a phonograph, showing a modification of the stylus bar mounting.
THE TALKING MACHINE WORLD.

Leading Jobbers of Talking Machines in America

Dealers who buy these NEEDLES are assured of a Good Profit. Correspond with us.

OLIVER DITSON COMPANY
150 Tremont Street
BOSTON, MASS.

J. E. DITSON & CO.
Nos. 8, 10, 12 E. 34th St.
New York, N. Y.

OLIVER DITSON COMPANY
150 Tremont Street
BOSTON, MASS.

J. E. DITSON & CO.
Nos. 8, 10, 12 E. 34th St.
New York, N. Y.

This is a Columbia year in the Talking Machine business. We are EXCLUSIVE COLUMBIA JOBBERS and handle the full line. All orders given immediate attention. Write for our special Columbia Dealer Proposal.

R. C. SMITH & CO.
Burlington, Vt.

BABSON BROS.
19th Street and Marshall Boulevard
CHICAGO, ILL.

EDISON JOBBERS

LARGEST STOCK OF EDISON PHONOGRAPHS AND RECORDS in the U. S.

HARGER & BLISH

VICTOR EDISON

It's worth while knowing we never substitute a record. If it's in the catalog we've got it.

Des Moines IOWA Dubuque

Southern Talking Machine Co.
MEMPHIS, TENN.

We assign exclusive territory to progressive dealers for the sale of Columbia Double-Disc and Indestructible Cylinder Records and Columbia Disc and Cylinder Graphophones. Write for offer. All orders filled the very day received.

EXCLUSIVE COLUMBIA JOBBER

STANDARD TALKING MACHINE COMPANY
EDISON
PITTSBURG, PA.

"If it's made we ship it the same day order is received"

PACIFIC COAST DISTRIBU
tORS OF
Victor Talking Machines and Records
STEINWAY PIANOS—LYON & HEALY "OWN MAKE" BAND INSTRUMENTS
San Francisco Oakland Los Angeles

CHASE & WEST
Eighth Street, between Walnut and Locust
DES MOINES, IA.

Victor Distributors
Talking Machines, Records and Supplies. Everything in stock all the time.
The best service in IOWA

Jacot Music Box Co.,
59 Union Sq., New York.


Columbia Jobbers

We carry at all times a complete line of Columbia Graphophones and Columbia Double-Disc and Indestructible Cylinder Records. We give all orders prompt and careful attention. Dealers can be assured of our co-operation at all times.

Scheuber Drug Company
LIVINGSTON, MONT.

Try Our Hurry-Up Service on VICTOR, EDISON and REGINA.

We make a specialty of getting the order out on time—every time.

The Rudolph Wurlitzer Co.
Cincinnati and Chicago

Two points of supply; order from the nearer

F. M. ATWOOD
122 MONROE AVENUE
MEMPHIS, TENN.

EDISON JOBBER

BUFFALO - N. Y.
NEAL, CLARK & NEAL CO.

EDISONS AND VICTORS

KLEIN & HEFFELMAN CO.
Canton, OHIO.

Edison & Victor Machines, Records and Supplies
Quickest service and most complete stock in Ohio

IF YOU'RE IN WESTERN MICHIGAN it will be money in your pocket to order Victor Machines and Records of JULIUS A. J. FRIEDRICH 30-32 Canal Street, Grand Rapids, Michigan

Our Motto: Quick Service and a Saving in Transportation Charges

COLUMBIA JOBBERS

The Geo. J. Probeck Company 420 Prospect Avenue, CLEVELAND, O.

Complete Stock Prompt Service
Dealers Wanted
Write To-day

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the February list.
Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

Mr. Dealer:
We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

Daynes-Beebe Music Co.
45 Main Street
Salt Lake City, Utah
Send your orders to us and you are assured of quick action.
We are Exclusive Columbia Jobbers
We handle the full line of Columbia Double-Disc and Indestructible Cylinder Records; Disc and Cylinder Graphophones.

D. K. Myers
3030 Finney Avenue
ST. LOUIS, MO.
Only Exclusive Jobber in U. S. of Zon-o-phone Machines and Records
We Fill Orders Promptly Give us a Trial

Mr. Dealer
WE ARE COLUMBIA JOBBERS
We are in a position to put you on the right course to successfully handle these universally used instruments and records. If interested, "pop the question." Catalogues, prices and complete information upon request.

HOLLENBERG MUSIC CO.
LITTLE ROCK, ARK.

WU TING FANG CALLS ON EDISON.

Visits National Phonograph Co. Factory for the Purpose and While There Makes Record—How He Was Impressed with the Great Plant—Wu a Man of Quick Wit.

On the day before Christmas Dr. Wu Ting Fang, the retiring minister plenipotentiary from China to the United States, visited the factory of the National Phonograph Co., Orange, N. J., for the purpose specifically of meeting Thomas A. Edison, and looking over the wonderful laboratory and plant. While there Mr. Edison invited the distinguished Chinese diplomat to record his voice, which was accepted with amiability and alacrity. The record follows:

"December 24, 1909. Mr. Edison has just shown me a great many wonderful things that he has invented. He is a great man. I have heard about him for many years and have always wanted to meet him. He also heard of me, and I think we are both glad to have met.

"He arose, and looking out his window, exclaimed: 'I'll treat you to some fine bird's nest soup.' "All right, I'll call on you some day," said Mr. Edison.

"Do so," said Dr. Wu. "I'll come back and see you again twenty or thirty years from now, and you'll show me some more wonderful things. We can live that long because we know the right way to live."

Charles R. Flint, of Flint, Eddy & Co., New York, American financier, who is largely interested in Chinese enterprises, and who was host to Dr. Wu on the trip to the National Phonograph Co.'s plant, observed: "Mr. Edison, Dr. Wu is the quickest man at repartee that I have ever met. The other day when we were in Philadelphia, he delivered an address on Chinese women binding their feet, and told what suffering it caused and what a foolish thing it was altogether, and just added incidentally: 'I wonder if it is as bad as wearing tightly laced corsets.'"

"Ha, ha," laughed Mr. Edison, "he's on to the white man, all right."

Dr. Wu, who expressed his greatest satisfaction in meeting Mr. Edison and the wonders of the Edison works, has been in this country for about thirteen years. He is now on the eve of returning to his own country, to give to his countrymen the advantage of his observations. He will leave here on Wednesday for England, and will go to Paris, Hamburg, Berlin, Vienna, Naples, steering for a Mediterranean port for his own country via the Suez Canal.

VICTOR CO. DISTRIBUTE TURKEYS.

The Victor Talking Machine Co., Camden, N. J., following out their usual custom, distributed more than 2,500 turkeys, each accompanied by a quart of cranberries, to their employees on Christmas Eve. It is said that the contract price for the poultry was more than $7,000.

TEXAS DEALERS ADD TALKERS.

The John J. Winter store, Fort Worth, Tex., which opens some months ago, handling several lines of pianos, recently took in the Victor line of talking machines, and did a very satisfactory business with them during the holidays.

Edmond F. Sasse, assistant to Edward N. Burns, manager of the Columbia Phonograph Co.'s export department, who made a trip to Cuba, returning last week, said: "I found business very good, but the political affairs of the island are not ideal. The sugar crop, however, will be the largest ever gathered, and this will go far toward making conditions more satisfactory."
DEALERS DEMAND GOOD SIDE LINES.


Many talking machine dealers have written to The Talking Machine World for advice as to what are promising goods to carry as side lines. We have received hundreds of such letters, written by dealers in every State in the country. These dealers, having received carefully considered replies from us, know what we have to say on this subject. Indeed the dealers who have not written, but who, of course, are constructorists with the same problems as those who have, we could say that we shall at any time gladly give our earnest attention to each letter written us regarding side lines. As a matter of fact, the mail each morning never fails to contain requests for information as to this or that possibility. We are considering the standing of its sponsors, and so on.

You among the talking machine dealers who have thus consulted with us are, naturally, but a small proportion of those who are guided quests for information as to this or that possible mail each morning never fails to contain requests for information as to this or that possibility. We are considering the standing of its sponsors, and so on.

Here in New York City there are so many lie and the bargain is struck.

The merchant who would sell picture post cards to the buyer

The picture post cards of American manufacture are increasing in popularity with discriminating buyers, and in many instances are being preferred to imported European cards. This is due, of course, to a high standard of workmanship, and one firm in particular, the National Colortype Co., of Cincinnati, O., have made rapid strides in improving this great American industry. They have devoted many years experimenting and improving hand colored cards, and are now in a position to deliver orders in two to three weeks, whereas four to six months are required to procure foreign cards. They will gladly send you a set of sample post cards if you mention The Talking Machine World.

The assets of the Vitali Co., bankrupts, were sold at public auction on Thursday, January 6, by order of the courts. The articles consisted of dies, tools used to manufacture parts for Home moving picture machines and also the patents.
NEW YORK, JANUARY 15, 1910

A GOOD YEAR'S BUSINESS


Talking machine dealers who have handled sporting goods as a side line during the past year and those who are thinking of embarking in such a venture this year, should be interested in the report on the happenings of the sporting goods trade of 1909 as published in the Sporting Goods Dealer.

The past year rendered three material services—times services let us call them,—by way of emphasizing the point as we would here make it, to the sporting goods trade. In the first place, 1909 took care of itself in a very admirable way. This is really all that can be fairly asked of any period of time. The man, the business or the season that holds an even course, is a rare animal. The prevalent willingness to take back goods under practically all circumstances has worked immensely toward gaining public confidence in the honesty of the retailer. When a customer desires to return an article and is met with a refusal or an argument, the inevitable impression on the mind of that customer is that something is wrong somewhere and he is being made victim by a retailer who considers that he has fair cause for complaint concerning goods and the retailer falls to make a straightforward explanation or offer to make him fully satisfied, he is again suspicious, and suspicion is always the victim of an error. When a customer returns goods to suspect others of attempting to trick them, the great majority of the public is not disposed to judge harshly without some cause. If the retailer will treat his public squatly at all times, refuse to employ subterfuges and methods that even scent of taking advantage and will at all times tell the truth about what he need have little fear of wrong or unfair judgment on the part of the people with whom he is doing business.

The prevalent willingness to take back goods under practically all circumstances has worked immensely toward gaining public confidence in the honesty of the retailer. When a customer desires to return an article and is met with a refusal or an argument, the inevitable impression on the mind of that customer is that something is wrong somewhere and he is being made victim by a retailer who considers that he has fair cause for complaint concerning goods and the retailer falls to make a straightforward explanation or offer to make him fully satisfied, he is again suspicious, and suspicion is always the victim of an error. When a customer returns goods to suspect others of attempting to trick them, the great majority of the public is not disposed to judge harshly without some cause. If the retailer will treat his public squatly at all times, refuse to employ subterfuges and methods that even scent of taking advantage and will at all times tell the truth about what he need have little fear of wrong or unfair judgment on the part of the people with whom he is doing business.

The prevalent willingness to take back goods under practically all circumstances has worked immensely toward gaining public confidence in the honesty of the retailer. When a customer desires to return an article and is met with a refusal or an argument, the inevitable impression on the mind of that customer is that something is wrong somewhere and he is being made victim by a retailer who considers that he has fair cause for complaint concerning goods and the retailer falls to make a straightforward explanation or offer to make him fully satisfied, he is again suspicious, and suspicion is always the victim of an error. When a customer returns goods to suspect others of attempting to trick them, the great majority of the public is not disposed to judge harshly without some cause. If the retailer will treat his public squatly at all times, refuse to employ subterfuges and methods that even scent of taking advantage and will at all times tell the truth about what he need have little fear of wrong or unfair judgment on the part of the people with whom he is doing business.

The prevalent willingness to take back goods under practically all circumstances has worked immensely toward gaining public confidence in the honesty of the retailer. When a customer desires to return an article and is met with a refusal or an argument, the inevitable impression on the mind of that customer is that something is wrong somewhere and he is being made victim by a retailer who considers that he has fair cause for complaint concerning goods and the retailer falls to make a straightforward explanation or offer to make him fully satisfied, he is again suspicious, and suspicion is always the victim of an error. When a customer returns goods to suspect others of attempting to trick them, the great majority of the public is not disposed to judge harshly without some cause. If the retailer will treat his public squatly at all times, refuse to employ subterfuges and methods that even scent of taking advantage and will at all times tell the truth about what he need have little fear of wrong or unfair judgment on the part of the people with whom he is doing business.

The prevalent willingness to take back goods under practically all circumstances has worked immensely toward gaining public confidence in the honesty of the retailer. When a customer desires to return an article and is met with a refusal or an argument, the inevitable impression on the mind of that customer is that something is wrong somewhere and he is being made victim by a retailer who considers that he has fair cause for complaint concerning goods and the retailer falls to make a straightforward explanation or offer to make him fully satisfied, he is again suspicious, and suspicion is always the victim of an error. When a customer returns goods to suspect others of attempting to trick them, the great majority of the public is not disposed to judge harshly without some cause. If the retailer will treat his public squatly at all times, refuse to employ subterfuges and methods that even scent of taking advantage and will at all times tell the truth about what he need have little fear of wrong or unfair judgment on the part of the people with whom he is doing business.

The prevalent willingness to take back goods under practically all circumstances has worked immensely toward gaining public confidence in the honesty of the retailer. When a customer desires to return an article and is met with a refusal or an argument, the inevitable impression on the mind of that customer is that something is wrong somewhere and he is being made victim by a retailer who considers that he has fair cause for complaint concerning goods and the retailer falls to make a straightforward explanation or offer to make him fully satisfied, he is again suspicious, and suspicion is always the victim of an error. When a customer returns goods to suspect others of attempting to trick them, the great majority of the public is not disposed to judge harshly without some cause. If the retailer will treat his public squatly at all times, refuse to employ subterfuges and methods that even scent of taking advantage and will at all times tell the truth about what he need have little fear of wrong or unfair judgment on the part of the people with whom he is doing business.
The field and woods about historic Fort Lee, just across the Hudson, are the scene nowadays of a continuous performance of extremely animated open-air theatrics. On almost any fine day one may enjoy picturesque pageants, sham battles, tragedies, comedies, and the bill is changed daily. A few motorists are attracted to this region and they, with the native population, form the only audience.

The manager of all these one-act, or, rather, one-day, stands is the moving picture man. Here one may see the premier performance of scores of dramas which later will be repeated in thousands of darkened halls all over the country. The delights of a first night at the theater are not allowed to those of a real, living, moving picture show.

To watch the stagings and rehearsals of one of these open-air dramas is to go behind the scenes with a vengeance. A wide assortment of properties is kept on hand in a nearby barn. The stage is shifted from place to place to take advantage of the natural setting. The actors and actresses dress and make up in tents which are pitched near the stage selected for the day's performance.

The native population has become accustomed to bands of Indians yelling and dashing about the roads and by-paths, to troops landing on the beaches, and to bands of Indians yelling and dashing about the roads and by-paths, to troops landing on the beaches, and to troops landing on the beaches. These performances rarely must guard against interference as well.

A most unbounded astonishment, and complications ever, that a stranger chances upon the shows, to their very doors. Their very doors. The bigger and more ambitious the shows, the fiercer and more numerous are the attacks made upon them.

The moving picture impresario has not alone his photo-telegraphy expert, said he had obtained that nothing, however, to those of a real, living, moving picture show.

The excitement was so great that a few motorists who had come to the moving picture machine. The automobilist started around the curve of the road, and several ladies it carried suddenly found themselves face to face with this exceedingly realistic picture. The automobiles stopped. The excitement was too much for the chorus. It stopped its performance and then, there, and turned, even to the condemned man and the priest, to look at the automobile. The motorists saw their mistake in a moment and sped away. But the film was ruined.

Another day the entire company met at the picturesque stone church, which crowns the Palisades, for an old-fashioned wedding ceremony. Some one connected with the church had agreed to allow the procession to form in the church and 'leave it in full costume to the rattle of the moving-picture machine.

After many rehearsals the final performance was commenced. Everything was moving finely. The bride, in all the loveliness of her property bridal veil and paper orange blossoms, was walking with becoming tidiness down the stage. Suddenly, without an instant's warning, several excited figures rushed into the picture. A wild scene of confusion followed. The groomsmen tried to eject the strangers. An amusing struggle ensued. All this was recorded with pitiless exactness by the moving-picture machine. Another film was ruined past hope.

Many remarkable films are made from time to time by these chance interruptions, which, needless to say, the public is not allowed to enjoy.

PICTURES TO BE WAFTED ACROSS OCEAN.

Lecturing before the Royal Society of Arts in London, Eng., recently, Thorne Bucker, a noted photo-telegraphy expert, said he had obtained results with experimental apparatus which show that it is possible to send photographs across the Atlantic by means of wireless telegraphy. He is now making arrangements for a long-distance test, which will occur at an early date.

A BRIGHT OUTLOOK.

Excellent Business Looked for in the Bicycle and Motorcycle Industry—A Summary of Conditions by One in a Position to Know.

"The outlook for the bicycle and motorcycle industry for the year 1910 could not be much brighter," a few days since remarked a man in the trade to a representative of The Bicycle World. "Since the year previous to the financial panic of 1907 manufacturers have not been so badly off. To-day there have been several changes. In the cut prices have been so reduced that the manufacturers were able to do a larger business during the coming season will have only himself to blame for his discontent."

KEEP YOUR GRIT.

Hang on! Cling on! No matter what they say; Push on! Sing on! Things will come your way. Sitting down and whining never helps a bit. Best way to get there is by keeping up your grit.

Don't give up even when the ship goes down. Grasp a spar or something—just refuse to drown. Don't think you're dying just because you're hit; Grasp a spar or something—just refuse to drown. Don't give up hoping when the ship goes down, Hang on! Cling on! No matter what they say.

Hang on! Cling on! No matter what they say;

Hang on! Cling on! No matter what they say;
MOVING-PICTURE SHOWS IN AFRICA.

The Popular Amusement Successfully Started at Cape Town.

(Special to The Talking Machine World.)


The introduction of the popular kinetoscope entertainment business into South Africa is described by Consul-General Julius O. Munn, in a report to the Department of Commerce and Labor. He says:

"Until last autumn the moving-picture show, so a cheap amusement as such is found in the cities of the United States, was unknown in this country. It has been used for several years for closing vaudeville theaters and for whole evening shows. Films of this character have been shown in South Africa, but not under this description.

Recently two moving-picture shows have been started in Cape Town at which the price of admission has been placed at 12 cents. These shows give four entertainments daily, except Sunday, and are patronized far beyond expectations. The halls occupied are arranged to seat about 200 persons, and the management is reaping handsome returns.

"The success attained by these shows is convincing evidence that there is a good field here for moving-picture machines to be worked on similar lines. The previous complete ownership and operating vaudeville theaters in Cape Town and some other large centers in which moving pictures are used to close entertainments, and who own one of the cheap shows in Cape Town, has arranged to open seven of the 12-cent moving-picture shows in other parts of Africa. It is thought that these shows, if introduced in the suburban municipalities of Cape Town and the small country villages throughout South Africa, would be very profitable, providing the films pictures in this country should make it possible for purchasers to obtain the loan or operating them have arrangements with several good solutions for frost- ing electric globes quickly for the temporary use of decorations. Perhaps the simplest is white ground or frosted glass. The same solution, by giving about as good results as the alum solution. The globes in this and allowing them to thoroughly drain produces a good effect. The globes in a hot solution of sal-ammoniac will be used at will and discretion! This novel method of teaching zoology is made possible by means of phonographic records of the roar, grunts, bellows and other vocal productions of the various classes of animals, which it is a great inaccuracy to call "dumb beasts." Among the records already cued and ready for use, the voice of the lion is declared to have met the highest expectations, while at the present moment the lion's roars are giving the phonographic recording needle the most strenuous opportunity it has had since the Roosevelt campaign speeches. There will soon be little left for modern science to do at the Bronx, unless it be to get some moving pictures of the sloth, or some other droll and monstrous creature can turn on the trustworthy phonograph and say with Botten in the "Midsummer Night's Dream".

"Let me play the Horn, too. I will roar that I will do any man's heart good to hear me."

"I will aggravate my voice so that I will roar you as gently as any sucking dove-I will roar you as 'twas reported of the lion."

What a fine thing it would be if only the vocal energy of human lions could thus be bottled up, and be used at will and discretion!

Labor leaders, suffragettes and Chicago University professors would find their own effective and the patience of the public quadrupled, says the Evening World.

"Nothing interests the youngsters so much as to dip them in a saturated solution of alum or frosted glass. The same solution, by giving about as good results as the alum solution."

And what a boom the lion-roaring phonograph would be to Bwana Tumbo's admiring auditors, when he comes home from the African hunting trip!

According to the International Library of Technology, there are several good solutions for frosting electric globes with sugar. One method produces a good frosty ground or frosted glass. The same solution, by giving about as good results as the alum solution. The globes in this and allowing them to thoroughly drain produces a good effect. The globes in a hot solution of sal-ammoniac will be used at will and discretion! This novel method of teaching zoology is made possible by means of phonographic records of the roar, grunts, bellows and other vocal productions of the various classes of animals, which it is a great inaccuracy to call "dumb beasts." Among the records already cued and ready for use, the voice of the lion is declared to have met the highest expectations, while at the present moment the lion's roars are giving the phonographic recording needle the most strenuous opportunity it has had since the Roosevelt campaign speeches. There will soon be little left for modern science to do at the Bronx, unless it be to get some moving pictures of the sloth, or some other droll and monstrous creature can turn on the trustworthy phonograph and say with Botten in the "Midsummer Night's Dream".

"Let me play the Horn, too. I will roar that I will do any man's heart good to hear me."

"I will aggravate my voice so that I will roar you as gently as any sucking dove-I will roar you as 'twas reported of the lion."

What a fine thing it would be if only the vocal energy of human lions could thus be bottled up, and be used at will and discretion!

Labor leaders, suffragettes and Chicago University professors would find their own effective and the patience of the public quadrupled, says the Evening World.

"Nothing interests the youngsters so much as to dip them in a saturated solution of alum or frosted glass. The same solution, by giving about as good results as the alum solution. The globes in this and allowing them to thoroughly drain produces a good effect. The globes in a hot solution of sal-ammoniac will be used at will and discretion! This novel method of teaching zoology is made possible by means of phonographic records of the roar, grunts, bellows and other vocal productions of the various classes of animals, which it is a great inaccuracy to call "dumb beasts." Among the records already cued and ready for use, the voice of the lion is declared to have met the highest expectations, while at the present moment the lion's roars are giving the phonographic recording needle the most strenuous opportunity it has had since the Roosevelt campaign speeches. There will soon be little left for modern science to do at the Bronx, unless it be to get some moving pictures of the sloth, or some other droll and monstrous creature can turn on the trustworthy phonograph and say with Botten in the "Midsummer Night's Dream".

"Let me play the Horn, too. I will roar that I will do any man's heart good to hear me."

"I will aggravate my voice so that I will roar you as gently as any sucking dove-I will roar you as 'twas reported of the lion."
Business men in every line admit the value of good trade papers.

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

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

The World is a help to the talking machine business.

It exerts an healthful optimism.

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

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

They draw from the World pleasure and profit.

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

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

EDWARD LYMAN BILL
1 MADISON AVENUE, NEW YORK
$5.00 a seat

versus

$1.00 for the whole family

The crowds that pack the Metropolitan Opera House in New York to hear Slezak in Otello and Aida, at the rate of $5.00 a seat, are not one-two-three with the limitless audience, throughout the country, that is waiting to hear him in these same Operas at the rate of $1.00 per Edison Amberol Grand Opera Record.

Grand Opera
all the year round

New York gets Grand Opera for a few months in the winter. Other large cities get from one to two weeks of Grand Opera. Smaller cities and towns get no Grand Opera at all.

The real Grand Opera lovers are not confined to the large cities alone—they live everywhere. And they like their Grand Opera just as well in the summer as in the winter.

The Edison Phonograph

with Slezak, Constantino, Scotti, Blanche Arral and the other great Grand Opera stars, brings Grand Opera easily within the reach of every one of your prospective customers.

Write your jobber today—and ask also for particulars concerning the Amberola.

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