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 Mirsky, the boy soprano, and other eminent singers. These are undoubtedly the most perfect Hebrew records ever recorded.

10 inch, 50 cents, 12 inch, 75 cents.

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

TALKING MACHINE REPAIRING.

No Department of the Talking Machine Business More Important Than That Devoted to Repair—Gaining Confidence Makes Customers and Keeps Machines in Repair Tends to Make Friends for the House and Enlarge Trade—An Interesting Communication on This Subject from Andrew H. Dodie.

Andrew H. Dodie, of the repair department of the New York Talking Machine Co., in a letter to the Editor of The Talking Machine World, of recent date, makes an appeal to dealers regarding the importance of the repair department, and in this connection says:

"Writing from my experience during the past eight years spent in repairing talking machines, I request permission to speak, through your columns, to the dealers in general on the subject of 'talking machine repairing.'"

"Little too much attention has been paid in the past by the average dealer to the repair department. In order to maintain the high state of the business to keep your display machines in perfect order, and to retain the custom and further orders of your old customers, you must make a point of having your repair work carefully attended to.

"You may say that your present repair man is not capable of handling all cases which come to his department; that he has never had sufficient experience or training. This can only be a temporary excuse. All distributors employ trained men and are always willing to have them teach your man the approved methods of repairing. For some time past the Victor Talking Machine Co. has been giving the repair departments of their distributors special attention; their experts working, in some cases, a week at a time, with the repair man, giving them the benefit of first class work. This knowledge can in turn be given to your men, and the result will be better work and more satisfied customers.

"The repair bench is too often found lacking in tools. A hammer, a pair of pliers and a few screwdrivers are usually all that is given a repair man, and he is expected to do first class work. This is impossible. Help him along; it is your gain. Let him get in touch with the repair department of your distributers. A prominent dealer recently said that the success of his business is due to prompt delivery of goods. It has been the rigid rule of his establishment since its inception many years back to dispatch every order the same day as it was received, and that a customer, in sending for certain goods, must never be kept waiting, even if the time was six o'clock in the morning.

"How many stores are conducted on the same rigid lines? It is true that conditions regarding traffic communications have altered, and that delay at the present time would not mean such an inconvenience to the customer as in earlier days, but all the same prompt shipping is just as essential if the good will of the buyer is to be retained. No man likes waiting for his goods.

"Even if he is not in absolute need of them, he is in a hurry to have them in his possession. Besides, he does not like to be disappointed. It may be that the dealer said that he should have them at a certain time, and they did not arrive or possibly he sent a team to fetch them, and the man after waiting a couple of hours was told to come back later in the day. He naturally loses confidence in the store when such things happen, and that is fatal. The dealer's word should be as good as his bond. And if he, or his clerks, says that the goods are ready, or shipped at a certain time, then there should be no mistake about it, they should go.

"In these days a dealer cannot afford to neglect any of those business principles that help to build up the reputation of the store. Competition becomes harder in almost every line. Only by gaining the confidence of his community, and by acquiring a reputation for strict business methods can he hope to go ahead. By these means alone can he cement his friendship with his customers, and it is friendships that count in business.

THE VALUE OF TACT IN BUSINESS.

Pulling for new trade ever and always is part of the live retailer's daily work. But no matter how often we are driven to the truth that "a bird in hand is worth two in the bush." The customer has to be so handled as to remain the friend of the dealer, and since the business grows not by change of faces, but by added ones. Wherefore, the wise are careful to make old customers feel "cummy" in their dealings and prompt to correct any unknown for cause of complaint which in spite of every precaution may now and again crop up.

Our Export and Import Trade.

Of Talking Machines for May—Exports Show Strong Gain as Compared with Last Year—Shipments to Canada Highest.

(Special to The Talking Machine World.)

Washington, D. C., July 8, 1910.

In the summary of exports and imports of the commerce of the United States for the month of May, 1910, as against $260,524 for the same month of 1909, and for the eleven months ending in May, 1910, they amounted to $1,326,434, as against $1,256,098 for the same period in 1909. The total export figures for the eleven months of the past three years are as follows: 1906, $1,111,293; 1907, $2,055,081; 1910, $1,496,091.

The value in detail of exports of talking machine records and supplies amounted to $169,434 in May, 1910, as against $306,034 for the same month of 1909, and for the eleven months ending in May, 1910, they amounted to $1,226,608, as against $2,613,884 in 1909 and $4,311,823 in 1908.

The value of all other parts relating to talking machines, phonographs, records and materials thereof sent abroad during May, 1910, amount to $358,265, as compared with $200,524 for the same month of 1909.

In the summary of exports and imports of the commerce of the United States for the month of May, 1910, the exports and imports amounted to $188,831; the total exports for the eleven months for May, 1910, as against $200,524 for the same month of 1909, and for the eleven months ending in May, 1910, they amounted to $358,265, as compared with $200,524 for the same period in 1909.

PROMPT DELIVERIES.

What They Mean to the Customer—An Excellent Way of Increasing Trade and Keeping Satisfied and Paying Patrons.

A prominent dealer recently said that the success of his business is due to prompt delivery of goods. It has been the rigid rule of his establishment since its inception many years back to dispatch every order the same day as it was received, and that a customer, in sending for certain goods, must never be kept waiting, even if the time was six o'clock in the morning.

The problem is true that conditions regarding traffic communications have altered, and that delay at the present time would not mean such an inconvenience to the customer as in earlier days, but all the same prompt shipping is just as essential if the good will of the buyer is to be retained. No man likes waiting for his goods. Every dealer recognizes the fact that if he is in a hurry to have them in his possession, besides, he does not like to be disappointed. It may be that the dealer said that he should have them at a certain time, and they did not arrive or possibly he sent a team to fetch them, and the man after waiting a couple of hours was told to come back later in the day. He naturally loses confidence in the store when such things happen, and that is fatal. The dealer's word should be as good as his bond. And if he, or his clerks, says that the goods are ready, or shipped at a certain time, then there should be no mistake about it, they should go.

In these days a dealer cannot afford to neglect any of those business principles that help to build up the reputation of the store. Competition becomes harder in almost every line. Only by MOVING PICTURES IN THE CHURCH.

Jane Addams Tells of Conditions in Chicago—How Churches May Be Made Popular.

Jane Addams says that on a Sunday night in Chicago one-sixth of the entire population is packed in 466 places of entertainment. Churches? No—moving-picture shows! The churches on Sunday night in Chicago, and, we fear, in many other places, are not conspicuously crowded. The problem is this: If the Chicago churches had presented an up-to-date moving-picture show, instead of letting the crowd have followed the films? Inasmuch as the church admission is free and the theatre admission is from 5 to 35 cents, it is a fair assumption that the churches would have filled. Now, if the object of the Sunday night service is primarily to reach the crowd on the street, and this has been shown, there is a much more vivid and attractive way of reaching that crowd than is a sermon, why, in all seriousness, don't churches give us the thrilling stories of the Old Testament, its beautiful tales of the New Testament, and its modern illustrations of Christian heroism in this and other lands, in the up-to-date form—in moving pictures? They may answer that they cannot get hold of the films and the machine, but this answer is not a good answer. Excellent sacred stories are shown in the present professional entertainments, says a prominent writer, and many illustrations of modern heroism, self-sacrifice and virtue are in every program. Moreover, a demand for films for church use would enlarge the supply. Moving-picture machines are not expensive and can be easily operated. You can do it in your church. Why don't you?

H. O. SHUTTLEWORTH A VISITOR.

The Assistant Manager of the Western Talking Machine Co., Winnipeg, Speaks in Optimistic Vein of Trade Outlook in His Territory.

They are "raising" some bright, active, go-ahead young talking machine men up in North western Canada, and an excellent sample in the person of H. O. Shuttleworth, assistant manager of the Western Talking Machine Co., Winnipeg, Manitoba, all of which means better business for the Mr. Shuttleworth had just come from the Victor factory, regarding the extent and equipment of which he was most enthusiastic. He also visited the leading retail talking machine stores in New York for the purpose of stocking away ideas, if there were any floating around, and he incidentally placed some orders with the wholesalers.

Mr. Shuttleworth spoke in glowing terms of trade conditions in Manitoba. His house represents the Victor—in fact is one of the two Victor jobbers, in Canada, and they sell five hundred dealers. As may be inferred, this keeps the Western Talking Machine Co. busy, as they cover a wide territory—a territory, however, which is steadily growing in population. In fact the present year promises to be from the crop standpoint one of the best ever known in Canada, of which means better business for the talking machine men.

On his homeward trip to Winnipeg Mr. Shuttleworth stayed over at Montreal.

Annual inventories should be taken if for no other purpose than to know the goods that would be destroyed in case of fire.
TRADE PROGRESS IN NORTHWEST.

Talking Machine Men in Seattle Report Great Activity in Their Business. - One Order Called for $5,500 Worth of Victor Goods—Columbia Business Shows Increase of 55 Per Cent.—Many New Dealers Signed Recently for All the Companies.—Berger to Sell from Special Wagon—Borgum Co. Add Recording Department—Other Items.

(Special to The Talking Machine World.)

Seattle, Wash., July 5, 1910.

With the opening of navigation in Northern Alaska waters the talking machine business in this section has certainly taken on a rosy hue. Thousands of dollars of “talkers” have been shipped on the first steamers out of Seattle already this month to the northern gold fields, and the jobbers are looking forward to a tremendous business from this section this summer. The largest order recorded so far was from the new editorial region, looked by Sherman, Clay & Co. This order called for $5,500 in Victor goods alone, and George Guppy, who landed the deal, states that he expects to land several even bigger than this one before navigation closes in September.

Several large retail sales have been made lately by company agents, especially to Alaska by Mr. Kelly, of Ellers, for two Victrolas and 250 Red Seal records, amounting to $500. Mr. Kelly states that this is the kind of business which is “made to order” for him.

Mr. Grimsley, manager of the Columbia Phonograph Co.’s store, reports that their business in June exceeded last June by 55 per cent.

Mr. Bendle, salesman for Sherman, Clay & Co., has just left for six weeks’ vacation. Miss Cole, man of the same firm has left for San Francisco for a stay of a few weeks.

Lauren Kidd has gone into the Edison business on a large scale in Pasco, Wash. Edw. Borgum conducted a demonstration of the Edison Business Phonograph in the show windows of the Ellers Music House last week. He was assisted by Matt Corcoran and Miss H. Frenger.

A MODERN DON QUIXOTE

William Long, who is connected with the wholesale department of Ellers Music House, Seattle, attended the big scrap at Reno, Nev. He will make a tour of California before returning to his duties.

Stam Berger, the dealer at Mount Vernon, Wash., is fitting up a special wagon which he is going to use in convincing the farmers in his section that they should purchase a talking machine this summer instead of waiting until fall. He reports a steady demand for Columbia disc records, especially “The Hired Girl’s Dream.”

E. Geissler, of the Geo. J. Birckel Co., Los Angeles, Cal., was a recent visitor in Seattle. Other recent visitors are G. W. Baten, auditor for Sherman, Clay & Co., San Francisco; Mr. Peterson, talking machine manager for Ellers Music House, Tacoma, Wash., and Ed. Lyons, representative for the National PhonoGraph Co.

The Borgum Music Co., 1207 Third avenue, have just added a special recording department. Any desired song or instrumental selection not listed is to be made to order for him. This statement Manager Barnes, of the Fitzgerald Phonograph Co., has prepared twenty-five Edison gold molded record records, each one a perfect copy of the master prepared and spoken by Mr. Kimball, for the purpose of furnishing dictation to learners and advanced students of shorthand.

It is a well-known fact that the rudiments of stenography and typewriting are easily learned, but proficiency in these professions can only be attained by constant practice from dictation, hence the value of these records to commercial students and individual students in the home. These records represent exact (and adjustable) dietation speeds, perfect enunciation, large vocabulary, with tireless repetition. They contain over twelve thousand words, occupying but one-third of a cubic foot of space, and requiring over an hour for their reproduction. The complete list covers speeds from 75 to 225 words per minute, and each separate record can be run at speeds with a variation of from 30 to 40 words per minute. The records cover every conceivable situation of dictation addressed, political speeches, addresses, in Congress, extracts from novels, jury charges and testimony in criminal and civil cases.

For class instruction or for the home, these records will be a decided stimulus to practicing one in speed and surety as well as an increased appreciation of the business phonograph, as they increase the students’ vocabulary and equip them for practical work in almost all lines. The Edison Business Phonograph Co. or dealers in phonographs will supply these records.

FITZGERALD DID NOT SELL.

Will Push Two Lines of Talking Machines.

In the last issue of The World there appeared an item from our Los Angeles, Cal., correspondent to the effect that the talking machine department of the Fitzgerald Music Co., Los Angeles, Cal., was taken over by the Columbia Phonograph Co.

This statement Manager Barnes, of the Fitzgerald Music Co., advises us is incorrect. He states that “we have taken the franchise of the Columbia machines, but we have no way ceased to push most aggressively the sale of Victor goods.”

Daniel G. Williams, representative of the Ueell Works, was at the convention of the National Talking Machine Dealers Association at Atlantic City, after which he called on the trade in New York and vicinity. Mr. Williams is an old-time talking machine man, and he was quite “at home” at the convention.
Now is the time to push the Victrola

Summer homes, country clubs, hotels, roof gardens, large restaurants and pleasure resorts all need a Victrola and need it right now.

Quick and easy selling for you—the Victrola readily sells itself if you bring it to the attention of the proper people.

And the sale carries with it a large sale of high-class records and is followed by many subsequent record sales.

If you haven’t a Victrola so you can go after this desirable trade, write to your distributor for one today.

A Victrola in your store will be the best kind of advertising for you—the strongest “drawing card” you could possibly have in your store.

It not only sells itself but helps to sell the other styles of the Victor, and is one of the most profitable investments you can make.

So get a Victrola and go after this business right now and you’re sure to reap a rich harvest.


To get best results, use only Victor Needles on Victor Records.
The new Columbia Grafonola "Mignon" at a hundred-and-a-half is a little Mint.

Columbia Phonograph Co., Tribune Building, New York.

The question of a national musical instrument has been discussed in correspondence in the New York Times and a number of other daily papers, and in this connection A. A. Levy, of Syracuse, N. Y., writes to the Times as follows:

"O. C. L.'s suggestion that a national musical instrument is right in "tone." While the violin and all the other instruments he mentions may be superseded, there is a national instrument first, last and always what we want, the banjo. It has been adopted by the country at large."

Henry Goldsmith, of Goldsmith's Music Store, Columbus, O., in carrying out the spirit of the Victor Talking Machine Co.'s idea for a safe and sane Fourth, issued a little package which in appearance was exactly like a small fire cracker, and when directions were followed the package opened up it revealed a copy of the July Victor record catalog. It was issued, of course, before the Fourth, so that in timeliness and effectiveness it at once attracted attention.

Mr. Goldsmith also made use of the Victor's ready-made display window which he used to good advantage about ten days or so before Independence Day. This spirit of co-operation with the manufacturers is excellent, and we wish that dealers throughout the country would keep closer in touch with the excellent literature and suggestions issued by the companies in regard to the development of their business. It would prove mutually profitable.

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The Philadelphia talking machine trade is very joyful over the business done in June. Business men all say it was the best June that they have ever had. The said was true of the previous month, and we are lead to believe that the dealers' in the "little marvel" are in high spirits. The competition, which seems to be growing all the time, is not lessening the trade for any one house, but it seems to be building up trade in every direction, until the talking machine is in as many homes as are pianos in Philadelphia. The sale of a piano almost completes a transaction for a lifetime, but the business on the "talking" goes on forever.

The Philadelphia trade was well represented at all the conventions and meetings, and Company offices from the work at the shore they were kept busy entertaining the delegates going and returning from the convention.

Louis Buehn & Bro. report that their business for June was highly satisfactory, and the last week of the month, in spite of the hot weather, eclipsed all others, both wholesale and retail. "In my city," Mr. Buehn says, "business is keeping up.

Robert J. Dungan is up the State this week for the firm, and is sending in some very satisfactory orders.

The new operatic selections by the Boston Opera Company gave a Columbia concert at the Acacia Club at Williamsport last Monday night, and Manager T. K. Henderson went to the Pennsylvania lumber city to conduct it. It was a most satisfactory affair, as the Acacia is one of the finest clubs in Pennsylvania, and they were so pleased with the instrument that they would not hear of its removal after the concert. It will no doubt be the means of selling many Columbia machines to members of the club.

Y. H. Emerson, the recording expert of the Columbia Co., was in Philadelphia last week.

V. H. Emerson, the recording expert of the Columbia Co., was in Philadelphia last week.

H. A. Weymann & Sons have the same report. They think it is going to work to good advantage to the firm, and before that he was manager of the Glasgow (Scotland) branch of the company.

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Cover Up Record Deficiencies.

Some Dealers Affirm Affiliates Are Dead When Out of Records Called For.

Editor, Talking Machine World, New York, N. Y.:

Dear Sir—A malicious report has been circulated by unknown parties to the effect that Miss Ada Jones is dead. Unscrupulous dealers with low stocks of her records, frequently manufacture damaging reports of this kind to cover up deficiencies in their stock. Patrons who call for her records are told the artist has died. Your readers will no doubt be glad to learn that Miss Ada Jones is alive, well and daily employed in making records for good companies. Feeling sure that this will give the trade the publicity as its importance would seem to merit, and thanking you in advance, I am, Yours very truly,

Len Spencer.

Len Spencer Lyceum.

Sold a merchant: "Our remedies in avoiding losses are chiefly as follows: Do not carry too many of your business eggs in one basket. Consider character and ability before capital. If we take a large risk, it is based on character more than capital. We have had cases where we have given credit for nearly three times the amount of responsible capital, and not lost a penny. But in such cases the very inside of character must be known."

¿Quieres Vd. que le de una leccíon de inglés?

Es tan fácil aprender el inglés con el sistema I. C. S. y además el conocimiento del inglés es muy útil en los tiempos modernos.

El sistema I. C. S. para la enseñanza de idiomas por medio del fonógrafo facilita el aprendizaje de un idioma extranjero, y tiene que interesarse notablemente a más de mil estudiantes de todos los países. Los equipos I. C. S. para aprender idiomas, de seguro que está desempeñando un medio rápido y eficaz de aumentar sus negocios. El nuevo equipo I. C. S. para aprender idiomas, que cuesta $30 oro, es una maravilla. Representa el gasto más realizado en la enseñanza de idiomas y encierra un método que ha mejorado la mayor recomendación de miles de personas, competentes para hablar con autoridad sobre el asunto. Las Embajadas y Colegios del extranjero, en Washington, así como los Presidentes de Colegios han recomendado oficialmente el método I. C. S. para enseñar idiomas.

El equipo I. C. S. para aprender idiomas consta de un fonógrafo "Gem" Edison, box, y un manual escrito para estudio de idiomas, en el cual los equipos I. C. S. para aprender idiomas, de seguro que está desempeñando un medio rápido y eficaz de aumentar sus negocios. El nuevo equipo I. C. S. para aprender idiomas, que cuesta $30 oro, es una maravilla. Representa el gasto más realizado en la enseñanza de idiomas y encierra un método que ha mejorado la mayor recomendación de miles de personas, competentes para hablar con autoridad sobre el asunto. Los Embajadores han recomendado oficialmente el método I. C. S. para enseñar idiomas.

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You want to be able to say "Yes" when your customer asks:

"Will this instrument play Amberol Records?"
"Will it also play Standard Records?"
"Is this the instrument that renders rag-time and vaudeville as well as the greatest music from the Grand Operas?"
"Is this the instrument with the sapphire sound-reproducing point that lasts forever and does not wear out the records?"

National Phonograph Co., 59 Lakeside Ave., Orange, N. J.
If you handle the
EDISON Line
you can say “Yes” to all these questions

With any other instrument, you have to make excuses when these questions are asked—you have all these big arguments to fight against.

With the Edison all these arguments are on your side.

Write your jobber about the Edison line today.

National Phonograph Co., 59 Lakeside Ave., Orange, N. J.
A COMMUNICATION from Leon Spencer, appearing in another portion of this publication, touches upon an evil which has existed for some time in the talking machine trade.

Mr. Spencer refers to the fact that certain dealers when asked for records which they have not in stock allege that the artist whose records are desired is dead.

This complaint is not the first one which has reached The World office, and it is obvious that a certain class of dealers find it easy to make the statement to customers who desire certain records that the artist has passed away, or is not making records, simply because they do not have them in stock.

It should be understood, however, that this course is not adopted by large and reputable dealers, who are very glad to embrace in their stock all selections of records of a salable nature, but it cannot be denied that among a large number of dealers, who are very glad to have them referred to this publication.

If readers of The World have specific questions or comments, we will be happy to have them referred to this publication.

STATEMENTS made by various dealers to World representatives in the principal cities throughout the country would indicate that business conditions have been particularly good for the summer season—in fact, surprisingly good when all things are considered.

The demand for the higher-priced machines continues unabated and in some localities the sales have reached far ahead of last year.

This is encouraging and shows that the talking machine still holds a strong position in the estimation of the public.

Comparing the sales of talking machines and pianos; during one afternoon we visited three piano establishments on Fifth avenue and three talking machine establishments.

In each of the piano stores there was an absolute absence of callers.

The salesmen were all at their desks without even having the opportunity of interviewing a straggler. Full a quarter of an hour was spent in each of the warerooms and an inspection of the three talking machine establishments followed.

In one there was a little entertainment being given and sixty-four people were present.

In one of the other establishments there were six callers, all busily interested in examining machines or listening to records. In the other there were eleven. The afternoon was exceedingly hot, and any entertainment product which could draw forth interest on the part of New Yorkers on such a day is certainly worth pushing in good form.

The comparison between the entire lack of callers in the piano establishments and the goodly attendance in the talking machine rooms is well worth emphasizing.

It shows that the talking machines are interesting to a large portion of our people and that the fascination has not begun to wear off as some of us at times incline to believe.

It looks now as if we were going to have a good summer in the talking machine trade and a fall which will be more interesting than usual on account of enlarged business possibilities.

The illustration named above is only one out of many and talking machine men should be encouraged with the sales possibilities straight through the heated summer.

Unquestionably the interest in the talking machine does not languish during the hot weather.

On the contrary, it seems to take the place of the piano.

It supplies entertainment without effort for homes, clubs and lawn parties, and, we may add, yachting parties as well.

To-day it is almost impossible to take a trip through Long Island Sound without hearing the music of talking machines from the decks or cabins of numerous yachts.

If you do not believe this ask Metzger, who is a famous Sound yachtsman and is often heard to say that the music of the talking machine is the sweetest sound to the eye of a sailor and the ears of a yachtsman.

The man who is not looking for business is likely to become indifferent. These matters will not be given out until later after the Executive Committee has finally passed upon them.
COLUMBIA PHONOGRAPH CO.'S SUMMER WINDOW

The Retail Store on West 23d Street, New York, Compels Attention and Admiration—Clever Work of Mr. Cleveland—It is His Best Effort.

With a record as an expert designer of artistic windows, H. Cleveland, manager of the Columbia Phonograph Co.'s retail store, 33 and 35 West Twenty-third street, New York, has executed another masterpiece in this line. This splendid store has two great display windows and in one there has been reproduced a realistic camp scene. The tent, equipped, of course, with a graphophone, fishing rods, etc., and the surrounding debouchments, have advantages which are separably combined in this, their crowning effort.

MISTAKE SAVED THE DAY.


"When I was much younger in business and experience than I am now," remarked an old merchant, from his favorite corner of the club, "I received a letter from a customer that was full of kicks, accompanied by the suggestion that we not the gentlemen in business that we thought ourselves to be. It was the sort of a letter calculated to make one hot all through.

"Of course I answered it; sat right down then and there, and told the writer what I thought of it. I set off such an outburst of steam that I expected to see my stenographer open the office windows. I not only answered that letter, but told the writer what I thought of that, and of other letters I had received from him in the past, and of other transactions of his in his dealings with us.

"What if he was a good customer of ours? I was perfectly willing to cast him and his patronage overboard for the chance of telling him for once what I thought of him. The stenographer wrote it out immediately. I read it with glee, and said to myself, 'If that don't shrivel him up, the English language means nothing to him.' 'Don't forget, Miss Brown,' I added, 'to enclose a return envelope with a stamp on it. I don't want him to waste even a postage stamp more on us.' I banged down my desk top and went to my luncheon postiled.

"The next morning I found a letter on my desk, in one of our return envelopes. I opened it, and discovered that Miss Brown, in the hurry of work, had mailed the letter in our own enclosure, and placed in it the one addressed to my epistolary critic.

"I read it through, and was ashamed of myself. In cold type, with the anger and the lust for blood gone. I judged the epistle as another record in their war chests in this city. This house has a very select following, the purchasers having sold the Chickering piano for many years, and they expect to place the Victor instrument in the homes of many of their customers.

EDISON AS AN ART CENSOR.

His Men Say He Keeps a Critical Eye on the Moving Pictures.

One of the most regular patrons of moving picture shows in the Orange is Thomas A. Edison. He goes as a critic and if the subjects do not suit him the men in charge of the department in his works bear from him the next day.

The inventor appeared in this city last night, says an Orange (N. J.) paper, with one of the men from his factory and quietly entered one of the cheapest halls here, paying his nickel at the door. He stayed the show out and went home with a fund of material for his talk to-day with the department over which presides Jim White, the best known moving picture man in the business.

"The 'old man' is a regular censor," said one of the men at the factory. "When he was down South he found time at least twice a week to go to the moving picture shows and he sometimes used to give them the devil if the pictures were not what he thought they ought to be.

"He takes as much interest in the moving picture end of his enterprises as he does in anything else, and he is very critical about the subjects and the way they are worked out. Of course he can't see all of them, but he sees enough to know pretty well what is going on, and the men who select the subjects never forget that if they put out one that isn't what it ought to be he is apt to see it."

When Edison goes out on his visits of inspection of the picture shows he does not announce it in advance. He slips in as quietly as possible, trying to avoid recognition, and sometimes he succeeds. He admits that he gets real pleasure out of the shows, even while watching with critical eye.

Time was when the best salesman was the one who could tell the slickest lies. To-day the best salesman is the one who can tell the most truth.

Unless you are running a "junk shop" kind of store don't stock the goods up so high in the windows that no one can see the inside of the store. Let in a little light. The store will be more cheerful.

Purchase Quality Needles

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

MANUFACTURED IN THREE STYLES

Burghard

No. 1. For Soft Playing
No. 2. For Loud Playing
No. 3. For Strong Tone Music

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

F. R. REINRUBER, SCHWABACH, BAVARIA, GERMANY
Like a ball rolling down an incline, gathering momentum as it rushes forward—is the U-S Phonograph and Record Proposition gaining in favor faster and faster as wonderful musical and selling probabilities become better known. It is unquestionably the talking machine proposition the trade has been waiting for; and judging by the size and number of orders already pouring in there is left scarcely a doubt in even the most pessimistic minds, but that it is a question of time only when the U-S will be the most widely sold phonographs and records.

Reasoning from the plain, blunt, money point of view there is more real profit in dollars and cents for you in the U-S than in any other Phonograph or Record. There is a money value also in the co-operation that exists between the home office and its dealers.

But it is not so much the first profits, as the fact of your knowing that you are supplying the best machine in the world in selling the

**U-S Combination Phonograph**

The most prominent and distinguishing feature of the U-S is its ability to change instantly and automatically from two to four-minute records or vice versa by the simple turn of a shift key which engages both the proper speed and proper reproducing point. No other machine on the market has this desirable improvement.

Quality is really the mark of the U-S. You have only to hear it in comparison with any other phonograph to become aware how far in advance it is. There is an entire absence of any mechanical limitation in its burst of song or solo or speech. There is no scratching, no hissing or thumping or trembling, but a clear, even, mellow tone. All you need do is to close your eyes and see the operatic star thrill with her rolling cadenza, the violin sobbing its sorrowful plaint, the vaudevillian shouting his funny lines. Even is there something in the perfect human tones as they emanate from the machine which would make them seem to the slightingly sentimental listener, to be almost bordering on the supernatural!

Its possibilities are enormous for all of you—you, your customers and ourselves.

There is no limit to the adaptability of the U-S to any situation—a bell solo, a stump speech, the ticking of a watch, all will be faithfully duplicated. The enlarged diaphragm and the super-sensitive material of which it is made, bring out the music details such as has never been known before. Grace notes and harmonics are as pure and distinct as when they were first played. It is helped by the rounded sapphire point which fits exactly into the sound grooves. Together with this, the remarkably simple and powerful new type motor used in the U-S Machine does away with all noise of motion and operates the record mandrel with smooth, evenly balanced revolution insuring an unchanging tone pitch. As an added safeguard in this direction the U-S is fitted with a pulley balance wheel.

**U-S Phonograph Co.**
Have Been Looking For

While the U-S Phonograph stands unapproached for playing any cylindrical record, its power and richness as a musical instrument is wonderfully augmented by the new U-S Everlasting Record.

Mark the name—Everlasting—break-proof, scratch-proof, wear-proof. It is not a wax record,—cannot be injured by sudden change of heat or cold or by dropping. The fact that it may be sent through the mail in the original carton unprotected proves that. This is especially interesting to the dealer who carries on an out-of-town business or who would send records by mail to all his customers, if he dared. Also this means entirely doing away with one source of irrevocable loss.

Playing does not wear out a U-S Record or dim its brilliancy. One record, tested for the purpose, was played steadily 1000 times without any effect whatever upon its playing qualities.

Brilliance of tone is the mark of the

U-S Everlasting Records

They include both two and four-minute records, and may be played on any phonograph that takes cylindrical records. There is a large, ever-increasing array of selections, ranging from the most classical musical pieces, played or sung by the most eminent artists to the most up-to-the-minute popular dash-aways.

Final word to the Dealer. From the very start we will prove to the world the difference between U-S Machines and Records and other machines and records. We are not going to tell people they are better; through actual comparative demonstrations at our dealers, we are going to show them they are better.

Keep before you the fact that the U-S proposition is here to stay. It is built on a big and broad foundation; it is the result of a thoroughly perfected business plan that has every resource, both in men and money, to achieve success. Any dealer, no matter how big or how small he is, will be warranted by both profit and increased sales to handle the U-S line. A steady, forceful advertising campaign of National character will soon be inaugurated; it will give new life to the phonograph business and make customers for you. Your first step toward getting ready is filling out and mailing of the accompanying coupon. Do so to-day.

Fill out this coupon and receive full particulars; also learn about our unusual SPECIAL OFFER.

Cleveland, O., U.S.A.
We are asking the "prospects" in your locality to make comparisons, believing that they prefer to be their own musical critics, and that there are good and sufficient visible and audible reasons why they must choose a Columbia Grafonola if they have $200 to invest in a musical instrument.

Columbia Phonograph Co., Tribune Building, New York.

REVIEW OF AUGUST RECORDS.

Issued by the Victor, National, Columbia and Universal Companies

Five grand opera Amberol records are listed in the National Phonograph Co.'s roster for August, and they are a valuable addition to their rapidly growing list of operatic specialties. Karl Jön is represented by a selection from "Tannhäuser" (49,018), which is a beautiful interpretation of this work of Wagner's. Giovanni Polesi sings that famous selection from "Thais" in which Anathalie apostrophizes Alexandria, the wicked city (48,019), and it is impressive, dramatic and polished singing, and makes an excellent record. That delightful Neapolitan song, "Torna a Surriento" (40,020), with its sad, dreamy music, is sung with delightful abandon and charm by Carmen Melis—it is a rare and delightful interpretation. Marguerite Sylvia, who has been heard at the Manhattan Opera House, is represented by a selection from Massenet's "Le Cid," "Pleurez Mes Yeux" (47,066) which she sings in a voice that is full, rich and beautiful. John McCormack, the Irish operatic tenor, is heard in that famous Irish ballad, "The Snowy Breasted Pearl" (74,166), and the Romanza from "The Daughter of the Regiment" (88,245). In these two numbers, McCormack augments his reputation, for they are capitally sung and as admirably recorded. Nicola Serafin, tenor, will satisfy his many admirers with a record of that stirring number, "Vesti la gloria" from "Pagliacci" (87,064). Evan Williams, whose tenor voice is a perfect delight in American songs, is represented in the August list with D'Hardelot's "De cause" (64,123). The expression and feeling which Williams puts into this, as well as all his songs, is a delight. Fritz Kreisler, who is to make records exclusively for the Victor, is represented by four numbers, which, as may be expected, are played with rare charm and beauty of tone. Brahms' Hungarian Dance in C Minor (64,131) and Bach's Gavotte in E Major (64,130), The Swanee River (64,130) and Smetana's Aus der Heimath (74,172), In the Purple Label list there are two new Lauder records, a Scotch song, "Jean MacNell" (60,021) and one of his latest compositions, "The Blarney Stone" (70,018). Jack Norworth is heard in "Sadie Brady" (68,022), and both Norworth and Baynes sing "Rosa Rosetta" from "The Jolly Bachelors" (70,019). In the full Victor list, which appears elsewhere, there are also to be found some excellent numbers in the American field, two ballads (5,751-31,719) by John B. Wells, tenor, which are beautifully enunciated and sung and sung and recorded. Items from "Mile, Madeline" (31,570), sung by the Victor Light Opera Co., with orchestra, will also strike the fancy of the general purchasing public. In the list of double-faced records there are some splendid numbers listed for August. It is difficult to discriminate in looking them over, for the combinations are of unusual excellence, and certainly form a very attractive proposition.

The high class American piano finds a ready sale.

MUSICAL EXPORTS TO CANADA.

Consul D得意, of Charlottetown, in a Recent Report Offers Some Interesting Information Regardin the Volume of Musical Instruments Imported Into That Country from the United States, Equalling Nearly Eighty-five Per Cent. of the Total.

Consul Frank D得意, of Charlottetown, says that Canada's music is distinctively American. A new American popular air is at once in favor there. This leads him to discuss its effect on the purchase of instruments as follows:

Last year printed music and music for mechanical players was imported to the value of $1,547,237, of which the United States supplied $125,088. In 1909 the Dominion imported mechanical instruments at a cost of $148,381, and in 1910 these imports were only $396,497. Of the total imports In the last fiscal year those from the United States amounted to $705,083. Germany coming next with $172,564.

A table follows showing the kinds of instruments imported and their values:

<table>
<thead>
<tr>
<th>Articlo</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kinen head instruments and bangles</td>
<td>1,500.00</td>
</tr>
<tr>
<td>Parts of organs</td>
<td>17,182</td>
</tr>
<tr>
<td>Pipe organs</td>
<td>1,923</td>
</tr>
<tr>
<td>Pianographs: gramophones, graphophone and musical monitor (excl. cylinder phonographs)</td>
<td>224,159</td>
</tr>
<tr>
<td>Mechanism plates and organs</td>
<td>30,000</td>
</tr>
<tr>
<td>Parts of organs</td>
<td>149,300</td>
</tr>
<tr>
<td>Ever</td>
<td>9,057</td>
</tr>
<tr>
<td>Other musical instruments</td>
<td>96,971</td>
</tr>
<tr>
<td>Total</td>
<td>2,745,831</td>
</tr>
</tbody>
</table>

In the Province of Prince Edward Island, as in all other portions of the Dominion, the introduction of music is due to the influence of the school authorities and the public.
TRADE HAPPENINGS IN LONDON.

Trade Has Shown a Marked Improvement in the Past Few Weeks in London and the Provinces—Export Trade Is Also "Looking Up" and the Outlook Is Also Satisfactory—The Treasury's Budget—The Export Trade—Regular—Import-

Copyright-Delay—Kingsor Works Getting Into Shape—British Sonogram Co. Affairs—Gramophone Co. Progress—New Ambrov Styles—Louis Sterling Off to the States—Fairy Tales on Records—Some Cheering News from All Provincial Centers Regarding the Outlook for Talking Machine Trade—Conditions Show Substantial Improvement—All the News of the Month in Detail.

(Special to The Talking Machine World.)


This last few weeks London and provincial trade has shown Marked Improvement, generally, and not so much so in this industry. A few of the smaller companies are experiencing a quiet time, but in other directions quite unusual activity for the time of year is apparent. Perhaps this is not a little due to the introduction of a real summer line of machines—the hornless type, which being so convenient of transport, etc., have won instant popularity. They are selling in thousands, making new conversions all along the line, and generally doing more for the dealers either by hand or on the back of a cycle, etc., than any other invention or new departures seen in this last two or three years. Yet some traders—cycle dealers, for instance—remain deaf to the possibilities of this new source of business. Think they are going to bother about talking machines in the summer? No, not while cycles are selling!

That's their way of looking at it, but cycle purchasers are few these days of wet and gloom experienced this last week or so. Then, of course, they wish they hadn't so much neglected the record business. Just such an instance came my way the other day. I sympathized, pointed out his mistake, and in the flesh he adopted the good policy of making a whole stock of machines and records there and then. All cycle dealers would be studying their best interests by following this example.

The home manufacturers and agents are finding the present a good time for export business, and it is worthy of note that more attention is being devoted to the local conditions of colonial markets. Only by studying the buyer's interest, it is of the bull nose type and may therefore be relied upon for that full and loud reproduction so much desired by our friends over the seas. A time-saving convenience is the quoting of prices for quantities, and a line to the sole sellers, Collam & £1, Finsbury Pavement, London, E. C., will receive prompt attention.

What is the Cinch?

A good deal of comment, not to say curiosity, is ripe in trade circles concerning this new machine—"Look out for the coming of the cinch." Just those words only comprised the announcement and it is really extraordinary what a lot of interest they have aroused. Almost every acquaintance whom I have met this last few days or so put the query, to which I replied, "Wait and see." But that wasn't good enough, so, rather than outrage the memory of our old friend G. W. who himself might have found the situation embarrassing, I—well, there was always someone to call upon, you know.

Another Amberola Model.

In referring to the satisfactory trade reception of the new Amberola machines, the National Phonograph Co. have announced their intention of introducing another model, which is, they say, of even more handsome appearance than the oak or mahogany styles. The cabinet of the new model will be constructed of Circassian walnut, the retail price of which is to be 50 guineas. In connection with the marketing of Amberolas, the company lay special emphasis in urging dealers not to send any of these high-grade instruments to dealers on approval. It is against the best interests of traders, as a machine which has been returned is usually in a more or less damaged condition, and its sale value depreciates with each time it is sent out. Special attention is drawn to a sample of trade untapped by a good many dealers, who, if they only cultivated a trade in foreign records issued by the National Co., would probably be surprised at the result. The usual monthly (August) list of records, will be seen, contains slightly fine selections of a popular nature: "Valse des Fleurs" (Tchaikowsky), National Military Band; "Those Lovely Bells," Geo. Formby; "Kilarney" (Balfe), Miss Violet O'Brien; "Simon the Collar" (J. L. Hatton), Peter Dawson; "Dudley's Prayer" (Dawson), Alexander Prince; "What's the Good of Fighting" (Arthurs and Leigh), Ben Albert; "My Sweetheart When a Boy" (Wilford Morgan), Ernest Pike; "They Can't Find Kelly" (Messon), Miss Florrie Forde; "Ha! Ha! Ha!" Arthur Osmond; "Les Cheches de Cornville" (Pianquette), Alhambra Orchestra; "Kukuska—Russian Peasant Dance" (Lehar), Souza's Band; "Who Will Care for Mother Now?" (G. Carroll Sawyer), Will Oakland and chorus; "Favorite Airs" from "The Arcadians" (Lionel Monckton), Edison Comic Opera Co.; "Thais—Alexandria" (Massenet), Bedford Orchestra; "Les Cloches de Corneville" (Planquette), Alhambra Orchestra; "How Much for a Peck of Peas?" (Barnett Samuel & Sons, Ltd.), for each 200 (Blue, Orange and Gold Metal Boxes).
THE TALKING MACHINE WORLD.

FROM OUR LONDON HEADQUARTERS—(Continued.)

Odeon records made by "The Polkars," Barnett Samuel & Sons, Ltd., have issued some most attractive window posters in colors, in addition to other effectively printed publicity matter upon the subject. Barnett Samuel has also received the latest lists of Fonotipia, Odeon and Jumbo records—for which this enterprising firm have the sole selling rights—and under these some very up-to-date selections of a popular character. It is ordered in not less than quantities of 30,000 dealers will be accorded the privilege of having their name and address, or other matter, printed on the boxes of Dulcephone needles free of any additional charges. Instructions should be given now to insure delivery at the beginning of the season. Barnett Samuel also draws attention to the fact that all genuine Odeon needles are sealed with a red seal. Purchasers are thus assured of what they buy.

Call Meeting of Creditors.

With liabilities of £1,668, estimated assets £760, Payne Bros. (J. Lock), of Boreham Wood, are hereafter in liquidation. Notice was given in the Gazette of the business, and creditors have been called, whereat a meeting of creditors was held on the 22nd inst., when it was decided to wind up the estate under a liquidation order. The address of the liquidator is 139 Belleghatta Road, Calcutta. After visiting several stores in different centers, my impression is that a general state of prosperity exists in the American talking machine trade, and I only wish that their conditions of trading, which to a great extent makes for that prosperity, were the same in this country. Whereas in the States it is common to find storekeepers making a profitable living solely out of machines and records, here I do not suppose there are half a dozen dealers in the whole country who can exist by such an industry alone.

Anent the Tresor Motor.

The "Tresor" motor, particulars of which have just been published in the "Svenska Dagbladet," Stockholm, is in every way a great improvement over previous models. It has come to the highest court, and he finally loses it there, but on the ground of fact only, not in the matter of principle. The Court of Cassation non-suits him because, in the eyes of the law, the bioscope scenes were not a reproduction of "Boubouroche." The illusion which appeared to the author failed to strike the judges. But, on the other hand, had the resemblance been sufficient in the court's view, M. Courteline would have won his case. While rejecting his claim, the judges decided that every author is entitled to protection against the reproduction of the scenes of his work on the cinematograph without words. The plot and its situations belong to him obviously, as well as the dialogue, and to tell in dumb show, by means of moving pictures, a story which is his property will henceforth be as flagrant piracy, legally, as stealing his words.

The New Home of the Klingsor.

The "Tresor" is also in operation. It is now giving the "Tresor" show a series of pictures which, to its mind, were a reproduction of a famous farce of his called "Boubouroche." He brought an action against the proprietors of the show, and alternately won and lost it in successive courts. It has come up to the highest court, and he finally loses it there, but on the ground of fact only, not in the matter of principle. The Court of Cassation non-suits him because, in the eyes of the law, the bioscope scenes were not a reproduction of "Boubouroche." The illusion which appeared to the author failed to strike the judges. But, on the other hand, had the resemblance been sufficient in the court's view, M. Courteline would have won his case. While rejecting his claim, the judges decided that every author is entitled to protection against the reproduction of the scenes of his work on the cinematograph without words. The plot and its situations belong to him obviously, as well as the dialogue, and to tell in dumb show, by means of moving pictures, a story which is his property will henceforth be as flagrant piracy, legally, as stealing his words.

ROYAL APPRECIATION

of the

GRAMOPHONE

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

HIS MASTER'S VOICE

To H. H. the KHEDIVE OF EGYPT

FRANCE . Cie. Francaise du Gramophone, 15 Rue Bleue, Paris
GERMANY . Deutsche Grammophon-Aktion Gesellschaft, 15 Kritterstrasse, Berlin
ITALY . L'Esclusione, Via S. Prospero 5, Milan
SCANDINAVIA Skandinaviska Gramophon Aktiebolag, Frihoven, Copenhagen
                         Appelbergsgatan 52, Stockholm
RUSSIA . The Gramophone Co., Ltd., Krasnaja Ploschjad; Mittlere Handels-Reihen 312-322, Moscow
               Also branches at Riga, Kharkoff, Rostoff, Omsk, Tiflis
SPAIN . Cie. Francaise du Gramophone, 5, Balmen. Barcelona
INDIA . The Gramophone Co., Ltd., 139 Bellinghautto Road, Calcutta
the second floor nicely arranged as recording rooms while the remaining rooms have been allotted to the stock rooms which, by the way, were crowded with machines, motors and accessories. I should have mentioned that for convenience of handling the records large racks have been fitted up on the ground floor. The premises are really two buildings in one, and through of spacious extension I find I feel no room to spare. Before leaving I had the pleasure of hearing a few of the new "Polyphon" records, the price of which has now been fixed at £5 6d. My opinion is that the all-round quality of these discs is excellent. Great care had been taken in the recording, as was demonstrated by the clear enunciation of the vocal selections, and of the instrumental—good volume and brilliancy. Next month I shall hope to give a list of titles and artists. Traders in all parts of the world should in the meantime send a card to the Klingers Works for particulars.

The Bankrupt British Songroom Co.

In giving notice of his intention to apply for relief, H. Drougham, senior official receiver and liquidator, has sent me a statement of affairs to date, from which it is shown that according to the company's statement the assets should have amounted to £2,255 11s. 1d. The actual receipts amount to only £334 5s. 6d. Of this sum £19 17s. 8d. represents total costs of the liquidation; £11 17s., telephone charges, payable in full, £17 1s. 10d. among 10 preferential creditors—dividend of 16s. in the £ on £215 11s. 16d., with balance 5s. 6d. makes a total of £334 5s. 6d. As stated in the official receiver's observation, the company never completed the purchase of the letters patent or the license for the exclusive use of Hans Kruze's recording machines, which sold at the valuation of £4,000 and £5,000, respectively, in the statement of affairs. These properties were not therefore available as assets in the liquidation. The result of the official receiver's investigation was reported to the court on December 4, 1908, when an order was therefore made declaring valid the sale of the whole of the company's assets. The result of this liberal policy it is not surprising that persons dealing with these orders for if they were cash traders should take note of the risk they ran in paying the person from whom they were accepted should prove not to be the true owner, as in this instance.

Louis Sterling Visiting America.

To the accompaniment of hearty good wishes from a host of friendly traders who were on the platform at Eastham to bid him bon voyage, Louis Sterling, British manager of the Columbia Phonograph Co., left for Liver; to catch the boat sailing June 21 to the States. The northern factories, too, assembled in force to add their quota of wishes for a real good time. It is over seven years since Mr. Sterling saw his people, and his trip is therefore mainly private. But for all that he intends to look up his old friends in the trade, and it is more than probable a visit to Columbia headquarters at Bridgeport is contemplated. Mr. Sterling will make New York his headquarters, and is expected to arrive home again in a month to six weeks' time. I join my friends in wishing him a speedy and safe return.

Latest List of Rena Records.

Some fine titles appear in the July list of Rena records, of which the following are characteristic: 12-inch—"Star of Love" (Tillett), and "Scenes That Are Brightest" (Wallace), violin, flute and harp trio; "Praeludium" (Hands), cornet; and "Chant Sans Paroles" (Teshawkey), Court Symphony Orchestra; "A Sergeant's March" (Olle).
of the Line" (W. H. Squire), and "Four Jolly Sailormen" (Richard Bennett), Robert Howe, 10-inch, "Don't Be Alarmed!" (Geo. Formby), and "Take a Wife" (Geo. Formby), Arthur Peel; "Cubanola Glide" (Harry Von Tilzer), Prince's Orchestra, and "The Four Rings on My Fingers," twostep (Maurice Scott), Court Symphony Orchestra; "selection from "The Girl in the Train" and waltz from "The Girl in the Train" (Leo Fall), King's Military Band; "Rock Me to Sleep, Mother" (Ernest Leyle), and "When All Was Young," from "Faust" (Gounod), A. Hewart Hot; "God Be with You" (Towner), Trinity Glee Singers, and "Is It Well with My Soul" (Bliss), Stanley and Gillette; "Red Clover" (Theo. Morse), Stanley and Gillette, and "My Wife's Sister" (in the Country), Harry M. Warren (Snyder), Collins and Harlan; "If I Had the World to Give You" (Clarendon), and "I Wonder If You Care" (Bennett Scott). Arthur Blackwell.

Steamers to Call to Southampton.

Interest has been aroused by the announcement that the steamers of the Thomson Line to Quebec and Montreal will in future call at Southampton outward bound. The service will be inaugurated in August by the new liner "Toronto," and wounds to Southampton and Canada.

Fairy Tales for Children.

In addition to the usual monthly list, the Twin Record Co. have issued a splendid selection of fairy tales for the children by that versatile entertainer, Albert Whelan. These comprise just the stories children love to hear over and over again, "The Three Bears," "Puss in Boots," and "Little Red Riding Hood" being fair samples. Harassed mothers, and fathers, too, for the matter of that, will now find the "Twins" more than ever a blessing, despite the name, and we can imagine the eagerness with which those records will be purchased. Another entertaining series by the same artist includes two selections—"Death of Little Nell" and "Little Emily," from the works of Dickens. Some recent numbers are in good demand.

The following special titles from the current Zonophone list are particularly worthy of mention as being of that nature which are likely to prove real good sellers: 10-inch—"Even Bravest Heart" (Valentine's song from "Faust") (Gounod), sung by Harvey Dearth. 10-inch—"All's Well!" (Brabham), Ernest Pike and Peter Dawson; "When the Lights Are Low" (comic), Mark Sheridan; "The Grenadiers' Waltz," the Peerless Orchestra; "Twickenham Ferry" (Marziale), Madame Deering; and a superb grand opera record, "La Habanera," from "Carmen" (Bizet).

Why Organ Thumbers?

How organists come to be called organ-thumpers was explained by T. Crawford during the course of his speech to the Incorporated Society of Musicians. It appears that in the early days organ keys were made to a width of five or six inches, and were played by a blow with the clenched fist. Hence the description organ thumper.

How Scott Heard His Own Song.

A somewhat novel experience has to be related in connection with the René record of "I've Got Rings on My Fingers." The composer of this merry jingling ditty, Maurice Scott, is an Englishman, but he wrote it for the American market. It was duly introduced into a very popular musical play on Broadway, where it became a leading number. The result was that the composer himself had never heard the song sung since it was written. Receiving American advice that the song was a big hit, the Columbia Co. promptly made it on a René record and invited the composer to hear it. In this way it occurred that Mr. Scott first heard his own composition sung in this country on the now exceedingly popular René record of it. This is probably the first instance of its kind.

Song from Fall's New Opera.

"The Girl in the Train," the new Vaudeville Theater production by the composer of the music of "The Dollar Princess," is said to be as tuneful a play as Leo Fall has yet produced. On René records this month we observe the "Girl in the Tra'n" waltz and a selection from the play listed on one double record, played by Kings Military Band.

Anent Radio-Telegrams.

The following official notification has been issued by the post office: "Radio-telegrams intended for transmission to ocean liners through post office coast stations in the United Kingdom are now accepted with simplified address, consisting of the name of the addressee and the name of the ship, with the addition of the word 'wireless,' thus: "Jones, steamship "New York," wireless."

Under Exclusive Contract.

Albert Whelan, one of the popular favorites on the vaudeville stage, and who makes a specialty of singing Lauder's songs with great success, is under exclusive contract to sing only for Jumbo records.

PROVINCIAL NOTES.

From information to hand talking machine trade conditions in the chief provincial centers indicate a most promising outlook for the coming season. General business is improving very considerably, and as a direct consequence the various trade unions are able to report a satisfactory decline of unemployment. Labor disturbances, too, except in a few directions, are practically non-existent. This happy state of affairs naturally has particular interest for all those handling musical instruments, dealers are more optimistic, and while the present demand is not over active, there is a welcome return to that feeling of confidence which encourages a man to fight competition more determinedly than ever.

In the Midlands trade for the time of the year is regarded as being in a fairly satisfactory condition. Zonophones, Twin, René and Belk records are in good demand, while on the cylinder

"KLINGSOR" HORNLESS TALKING MACHINES

The Only MUSICAL Instrument in the Talking Machine Line

The ideal Entertainer at home. The steadily increasing sale of our machines speaks for their quality. The only machine built on entirely scientific principles, doing away with the tinny sound and reducing the scratch of the needle to a minimum.

A satisfactory machine without good records is not much use and therefore you should stock our "POLYPHON RECORDS"

10 Inch, Double Sided, Retail 2s. 6d.

Best Bands, Best Artistes, Latest Serio, Serio Comic and Comic Songs. We are absolutely up-to-date with our selections. Very liberal discounts to the trade. Now! Last, but not least. Having a good machine and a good record, you require a good needle.

A cheap needle spoils a record and the reproduction is unsatisfactory. For good results and a saving of the record you require "KLINGSOR NEEDLES."

Please Write for Particulars to

KLINGSOR WORKS

22-24 TABERNACLE STREET

LONDON, E. C. ENGLAND
side Edison business is keeping up exceedingly well. In Yorkshire there is room for improvement. Unfortunately some little labor trouble is being experienced in the woolen industry owing to the mill hands demanding an increase of wages and better conditions of working. This is, however, of not very serious importance, and no doubt matters will soon blow over, although it must be confessed that talking machine traders are not enjoying the amount of business that should exist.

Lancashire way trade is improving, despite the fact that a good many cotton mills are not working full time. The more enterprising Manchester and Liverpool factor's manage to maintain a fair trade, and are now considering their plans for next season; indeed, some of the London manufacturers are already in receipt of advance orders. Christian Duwe, of High street, Manchester, has been devoting special attention to mainsprings for all kinds of machines. In his new catalog there is listed over 40 models of different sizes, in addition to which information was given respecting pieces of governor springs.

Another enterprising Manchester firm of factors—Robinson's, of Deansgate—in order to cope with their increasing trade in towns and villages outside, have found it necessary to open a new branch in Stockport, at 53 Princess street.

The “THESOR” Sensation of the Season
The “TRESOR” MOTOR

With This Motor

Obtainable Through all Leading Factors Throughout the World

Insist Upon Having Machines Fitted Only With This Motor

Sensation of the Season

The “TRESOR” MOTOR

Size No. 1, Runs 6 Minutes

OPEN

CLOSED

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

THE ONLY PERFECT MOTOR

Handed Down by Justice Parker in Suit of the Gramophone Co. to Compel the Registrar to Issue a Trade-Mark—Hearing Lasted Six Days—Important Witnesses Heard on Both Sides.

As Applied to All Disc Talking Machines—Decision Handed Down by Justice Parker in Suit of the Gramophone Co. to Compel the Registrar to Issue a Trade-Mark—Hearing Lasted Six Days—Important Witnesses Heard on Both Sides.

(Please to The Review.

This was an action in the High Court before Justice Parker, who had to determine whether or not the word Gamophone is generic to all makes of disc records and machines. The Gramophone Co. claimed the exclusive right to use the name, and sought to have it registered as a trade-mark. This was refused by the registrar, on the ground that the word gamephone is in general use as applied to all talking machines. Hence the company's action to enforce their alleged right. The hearing lasted fully six days, during which time the court was crowded by manufacturers, factors, jobbers and dealers from all parts of the country, who displayed a keen interest throughout the whole proceedings. To-day, July 6, Justice Parker rendered a decision sustaining the registrar and against the Gramophone Co.


Mr. Williams stated he was chairman of the board of the Gramophone Co., and had been associated with the talking machine business since 1897, in which year he acquired, in conjunction with Barry Owen, the European rights in the Berlin patent of 1887. He identified an article in the Sound Wave on the phonograph, as the original form of sound recording machine. It was the first ever known, and was that of Leon Scott. The next thing in this line was the original Edison phonograph of Edison's in 1877. That was a tinfoil indentation. The next was in 1886, when Edison and Tainter invented a further modification, a "graving" on wax. That was a cylinder, but he believed the patent was for disc or cylinder. The phonograph then was practically that of today, and was put on the market by Edison and his assignee—American companies.

Mr. Williams said the invention acquired in 1897 was that of Emile Berliner and was for tracing in non-resisting semi-fluid a thin line representing a sound wave. The patent applied to both disc and cylinder. Prior to 1897 a few machines were imported, sent by the American Gramophone Co., which was the licensee of Emile Berliner. There was no substantial business in those goods. A considerable business of a certain nature was being done in phonographs, but not the cheap machines of later date. They were dealt with by the Edison Bell Phonograph.
Co. who were the assignees of the Bell-Tainter patents, which were the Edison patents. They were sold in cylinder form only. Witness' company commenced to trade at once on securing the European rights of the Berliner. The business grew, and in 1899 was converted into a limited liability company—the Gramophone Co. In 1900 the company was reconstituted and made into the Gramophone & Typewriter Co., after they had acquired the Lambert typewriter.

In 1900 they abandoned the Berliner principle and adopted the original Edison scheme of graving in wax. Since then they had never made discs by any other method, or machines for the graving method. Witness had never been able to discover that anyone had since used the Berliner method. The original phonograph patent expired in 1900, and then the Columbia Phonograph Co. came here and sold their graphophones in cylinder form only. Absolutely every machine put on the market was characterized by its own name. Obviously all are graved in wax, some with the phone-cut—hill and dale—and others, like the gramophone record, side-ways or zigzag cut.

When Mr. Williams was shown an advertisement in a trade paper in 1903, announcing that the Gramophone Co. intended to institute legal proceedings against any person using the word "gramophone" for goods not manufactured by the company, with particulars of an injunction, "gramophone" for goods not manufactured by the Gramophone Co. intended to institute legal proceedings.

Mr. Williams admitted that the word gramophone was used in the same way as phonograph. Occasionally, at the early stage of their business, his attention was called to the fact that there were other machines or manufacturer's instruments being called gramophone. He had not been managing the business. He was chairman of the company and things were brought to his notice at board meetings. The information given in his evidence was in the main derived from information supplied to him. At present there were two joint managing directors. At the time of putting in the application the managers were Barry Owen and then Theodora Beerbohm. The latter had retired and left the company. He remembered an application for the registration of "gramophone" for matches.

His company opposed the application, but he could not carry his memory back to say whether it was on the ground that they were entitled to use the word. Mr. Williams did not remember that the registration of the word was allowed, or did he know that their opposition was unsuccessful. Their previous application to register was under the old act. He did not think there had been any other applications, but would not say positively. He believed they had tried to register the word abroad, but did not know in what country. He believed in several. His company did not remember the advertisement in a trade paper in 1903 headed, "Warning, the gramophone was not a generic term," and had nothing to do with it.

Albert Walter Gamage, managing director of A. W. Gaunty, Ltd., said they dealt in talking machines among numerous other articles. The first disc talking machine he heard of was the gramophone. He had heard of the photograph, but this was the first disc. It would be about ten or eleven years. It was the only disc machine in the country. He thought the next was the Columbia, which was called the graphophone. After that other disc machines came on the market, in large numbers. They had all distinct names, except some that were left for the buyers to put their own names on. He had never heard of the word gramophone applied to any disc talking machine than those of the applicants. He had done a large business in them, as well as in talking machines also. In the case of a dealer, if he understood his business, he would be under no misapprehension as to what the word gramophone meant. Gramophone records meant those of the applicants, and he had never heard of that word being attached to any other make. Their machines were the best known in the market. The gramophone was the first disc machine.

The Solicitor-General said it was dishonest to use the word gramophone on machines not made by the Gramophone Co. He had seen a great number of other firm's lists, but they are grouped under different names.

The Judge—They still had gramophone needles, but they are made by the Gramophone Co. He had no knowledge of any other firm other than the Gramophone Co., who had by publicity and advertisements brought the name prominently before the public.

George Murdoch said he was a director of J. G. Murdoch & Co., manufacturers of musical instruments and talking machine distributors. They had traded with the Gramophone Co. since 1898. That name had not been used by any other firm to describe their goods to his knowledge. As a rule distributors like themselves liked to register their own names. All the trade knew ex...
the point which is warranted and which insures the best reproduction for each individual quality of tone—a needle that doesn't wear out the record; that preserves its life, and always gives forth the very best quality of tone that is contained in the record. Such a needle is the **CONDOR**

**About Needles**

One of the most important matters in connection with the development of the talking machine business to-day is the sale of a talking machine needle that is correctly made—made by the greatest authority in the world for needles, the POINT of which is warranted.

It has the highest and most perfect finish, the smoothest grain, and gives unexcelled satisfaction.

**Sound Waves.**

Why not get the customer who purchases a high-grade and a high-priced talking machine to buy needles of the highest quality, such as the Condor? One cannot be satisfactory without the other.

We shall be pleased to give the fullest information to all interested.

Address

Sole Manufacturer

Jos. Zimmermann

Needle and Pin Works

AACHEN

GERMANY

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**MR. RECORDER, do you know my WAX “P,”'**

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

**CHEMISCHE KONZERTE E. SAUERLANDT**

F. USTEDT

beil Apolda L. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph

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**THE TALKING MACHINE WORLD.**

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**About Needles**

One of the most important matters in connection with the development of the talking machine business to-day is the sale of a talking machine needle that is correctly made—made by the greatest authority in the world for needles, the POINT of which is warranted and which insures the best reproduction for each individual quality of tone—a needle that doesn't wear out the record; that preserves its life, and always gives forth the very best quality of tone that is contained in the record. Such a needle is the **CONDOR**

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We shall be pleased to give the fullest information to all interested.

Address

Sole Manufacturer

Jos. Zimmermann

Needle and Pin Works

AACHEN

GERMANY
The new list of Columbia Grand Opera records is going to give a new point to the whole record market.

Columbia Phonograph Co., Tribune Building, New York.

and its sister companies. Numerous records of the same brand were largely dealt with in this country.

Mr. Walter, of counsel, said the words "National Gramophone Corporation" had been covered over. They were American, and had warnings about American patents on the back of them.

Witness said he had one without any pattern numbers on. It was handed to Mr. Walter. He had on the back, "Conditions of lease. This record is leased upon the express condition that it shall not be copied or duplicated, and that the full rights of property and possession immediately revert to the Universal Talking Machine Co. upon breach of the above contract."

By the Judge—It was an American system, but he did not think it was on the Gramophone Co.'s records. It was on the Columbia and Edison.

Cross-examined by Mr. Walter—He believed the Universal Talking Machine Co. were dealing in this country. He knew they were certain manufacturers of Zonophone records. They were manufactured in America. Nearly all the records made in America were of American manufacture. The Zonophone Co. or the Universal Talking Machine Co. was a company which was in all countries. They bought them in London from C. & J. Ullman, who were their agents. He did not know if the Gramophone Co. had exclusive rights in this country. He was admitted to the public, and telling them in quite strict language, that the word "gramophone" was an instrument, and the two things combined might enable the company to get a monopoly.

As stated on page 19, Mr. Justice Parker decided against the Gramophone Co.

E. L. DYER DISCUSSES COPYRIGHT.

President of the National Phonograph Co.


(Special to The Talking Machine World.)


The Board of Trade, which is making a report on the copyright of musical works in relation of the following interesting and illuminative communication from Frank L. Dyer, of the National Phonograph Co., Orange, N. J., which is published through the courtesy of the secretary:

Sir: The attempts which are now being made on the part of the various phonograph manufacturers to monopolize the best part of musical compositions to the exclusion of his competitors would work a very great hardship on these industries, which have been permitted to develop along this particular line and under the protection of law. Not only have the industries been permitted to develop along this line, but they have actually been importuned to so develop by the music publishers themselves, who, almost without exception in the past, have been only too glad to permit the phonograph manufacturers to use their sheet music and thereby make it popular. If the law had always been broad enough to include and be infringed by the phonograph records and perforated music rolls are of vital interest to the phonograph and other manufacturers whose output is to be affected by the proposed changes. The Berlin Conference recommended this extension of copyright protection, and if our interests are properly safeguarded we should welcome and support whatever recommendations the committee may make to His Majesty's Government. It is to be remembered, however, that the proposed new right which is to be granted by statute never before existed in this country, it is the creation of a new class of property, and it is to be created at the expense of industries which have developed along certain narrow lines and in which millions of pounds have been invested. The phonograph industry is now about twenty years old, and since its very birth phonograph records have been made of the current popular music, so that users of the phonograph have been in touch with the various musical publications as they came out, just as readers of newspapers are kept in touch with items of current news interest.

The phonograph business, in fact, bears a much closer analogy to the newspaper business than to the music publishing business. Phonograph records are of many types, some using cylinders of various diameters, and others discs, but no matter what kind of machine a user might have he has heretofore always been able to obtain for use with his machine the record of any current musical work. To materially change the situation—to say to the phonograph manufacturers that they shall not use current music as it may be published, or to so modify the law that one favored manufacturer might be able to monopolize the best part of musical compositions to the exclusion of his competitors—would work a very great hardship on these industries, which have been permitted to develop along this particular line and under the protection of law. Not only have the industries been permitted to develop along this line, but they have actually been importuned to so develop by the music publishers themselves, who, almost without exception in the past, have been only too glad to permit the phonograph manufacturers to use their sheet music and thereby make it popular. If the law had always been broad enough to include and be infringed by the phonograph records. It is clear that the various talking machine manufacturers, in electing to develop their business along this particular channel, would have done so at their peril, but such has not been the law, and, as we have said, this particular development has taken place in a perfectly valid and lawful manner.

Evidence has been presented to the committee showing that attempts have been made on the part of one powerful manufacturer to monopolize a large part of the musical compositions by contracts with various important publishers; a similar attempt was made in the United States, and the recent law in that country was therefore

FRITZ PUPPEL, G. M. B. H.

Manufacturers of the cheapest and most popular

Disc Talking Machines and Phonographs

PUPPEL MACHINES INSURE BEST RESULTS

EXPORTED TO ALL COUNTRIES OF THE WORLD

Catalogues sent post free on application

TELEGRAPHIC ADDRESS: "PUCKAWO"

Our "Elite" 9 Machines One of the Best.

OUR FAMOUS "PUCK" PHONOGRAPHS.

BERLIN, S. O.

BOUCHE ST. 35
so drawn as to protect the talking machine manufacturers from the evil consequences of monopolization, by a system of compulsory license. Whether the committee may or may not be satisfied with the sufficiency of the evidence on this point, the fact cannot be denied that such a scheme would not be very difficult to carry into effect, because, once a license is not repugnant to British institutions; but is included both in the British and Canadian patent laws. The musical composers ought not to object to it, because they will derive a substantial income by the award to them by the Government of a newly created property right. The manufacturers, on the other hand, are vitally interested in the question of compulsory licenses, because otherwise there is grave danger of their industries being irreparably injured.

The necessity for a provision for compulsory license being recognized, the question of the amount of the royalty arises. In the statement of May 20, 1899, presented to the Committee by the Gramophone Co., Limited, with practically all of which we fully agree, it is suggested that the amount of the royalty should be 1d. for each record. Such a royalty can be readily paid by the Gramophone Company, whose records sell from 2s. or more up to 12s. or more, but in the case of Edison records, which sell for 1s., the royalty is prohibitive. The Edison records sell to the public for Is., but they are sold to factors and dealers, are later returned to the manufacturers as being unsalable, and for which full allowance has to be made, because it is obviously unfair to require the manufacturers to pay royalties on records which they are forced to take back. It has been found in practice, so far as the National Phonograph Co., Limited, is concerned, that these returned records amount to 10 per cent. of the total sales, and a fair arrangement, therefore, would be to require manufacturers to account monthly to the copyright owners for 90 per cent. of the royalties payable to them, the balance, if any, being adjusted annually.

We are heartily in favor of the suggestion which has been made to the committee of including in the proposed law a provision for copyrighting the phonograph records themselves, so far as they may evidence originality in production or special artistic quality. Such a provision in the law would put a stop to the piracy of records by unscrupulous and dishonest persons who might thereby seek to evade the payment of royalty. With these suggestions, so far as our interests are concerned, we believe the new copyright act would represent a fair and reasonable compromise between necessarily conflicting interests, which on our side are in the nature of vested rights.

Frank L. Dyke, President.

INCREASE DUTY ON SAPPHIRES.

The Knoxville Typewriter and Phonograph Co., Knoxville, Tenn., have had their charter amended increasing their capital stock from $50,000 to $113,000.

Anyone can write a long advertisement, but to write a short one and have it effective, that's another story.

TALKING MACHINE SUPPLY COMPANY

MANUFACTURERS OF

REPAIR PARTS

NEEDLES

put up in Lithographed Envelopes and Tin Boxes in Cartons

SPECIALTIES

BELTS

For Commercial Phonographs. STITCHED.

SAPPHIRES

FOR DICTATING MACHINES ALL MAKES

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

400 FIFTH AVENUE, NEW YORK, N. Y.
TRADE NOTES FROM BOSTON.

Business Showing for the Past Six Months

(Special to The Talking Machine World.)

Boston, Mass., July 8, 1910.

For the six months ending June 30 the latter has yet to find a discouraging expression. "Talking machine business on the jobbing end has increased materially, with everybody ahead of last year, while with the retail distributors similar conditions exist. With the jobbers you hear an occasional complaint about collections, one in particular being quite popular, and that is: "I have just purchased an automobile and I can't pay my bill now." The puzzle confronting the jobbers is why they should buy motor cars for the dealers. Retail collections have been excellent, and have been maintained so by persistent efforts.

The feature of the past month in retail circles has been the tremendous sale of the cheaper styles of talking machines, which are extremely popular with summer home owners, campers and pleasure seekers. Records have been included in this rush, and, altogether, a gratifying amount of business was transacted both during the past month and for the six months period ending the 30th ultimo.

At this writing General Manager E. F. Taft, of the Eastern Talking Machine Co., Edison and Victor jobbers, is answering the convention bell at Atlantic City. He may push a few other bells there (for ice water), and for a combination business and pleasure trip it will be his best journey. On his return he will spend a week in the Maine woods with a party of friends.

H. R. Shelton, minister plenipotentiary of the National Phonograph Co., has been in and around Boston for the past several weeks calling on the trade. He is on a "fine tooth comb" trip, and before returning will cover nearly every point in this field. Mr. Shelton is a very popular figure with the talking machine fraternity, and is always welcome.

Manager Holmes, of the talking machine department of the Jordan, Marsh Co., attests a very substantial June-July business, which has grown considerably since he undertook the management.

A most distinguished visitor to Boston recently was George W. Lyle, general manager of the Columbia Phonograph Co., New York and elsewhere. Mr. Lyle was accompanied by Mr. Sheble, manager of the Bridgeport factory, and together they spent several days in consultation with Manager Arthur Erisman, of the Boston headquarters. Mr. Lyle expressed himself to the World correspondent as being very much pleased at the rapid growth and importance of the talking machine industry, and particularly of the part that the products of the Columbia Co. are taking. "Late Columbia developments—the Grafonola and the Mignon—are epoch makers in the field. Both these models alone have caused an inrush of business and new agencies that have been phenomenal, and we look to a still larger growth with the ensuing few months. For business at large, indications point to vigorous activity, and 1910 will prove a very profitable year with Columbia distributors, I am positive," added Mr. Lyle.

Here are two live Lynn Edison dealers that are making money with the Edison line: H. M. Curtis, of 60 Andrew street, and G. W. Lord Co., of 34 Central square. Both are Edison enthusiastic and mighty fine fellows, the usual combination.

Thomas F. Nally, manager of the Edison department of D. B. H. Pover, 51 Central square, Lynn, reports a good retail trade. Mr. Haines, manager of Nelson's department stores in Lowell, was a visitor here last week. Nelson's stores are exclusive Columbia dealers, and in several cities the furniture and Columbia lines occupy the same floor space, but they make more money on the Columbia phonographs than they do on the furniture. That's rather a significant statement, and is worth thinking over!

Arthur Erisman, manager of the Boston Columbia offices and warerooms, reports a strong machine and record demand, a great deal in exchange, and most of it this season. He has added a number of new exclusive agencies.

Senator Henry Cabot Lodge may expect an interview soon from Fisher Bros., 34 Munroe street, Lynn, who will bring with them one of the new Edison Residence dictation machines, just introduced. There are a number of prominent people at Nahant who are interested in this Edison line, and a good sized business ought to be booked.

A very handsome display is seen by pedestrians who pass the windows of the Oliver Ditson Co. It consists of four Victorias in Clarion walnut, early English, Flemish and fumed oak, and Manager Winkelman asserts that the elaborateness of this showing has been prolific of sales and growth with the ensuing few months.

Mr. Cooper regrets that the present conditions won't permit his attending the convention.

F. K. Bolivar was one of the big trade visitors in Boston last month.

M. Steinert & Sons Co., Victor jobbers, advance nothing but prosperity when it relates to business conditions. This applies to wholesale and retail trade, the latter being purely local. Herbert L. Boyer, the manager, is with the brethren at Atlantic City, so the City of Steinert is without a Mayor.

Samuel Katz, operating the Conclave Phonograph Co., is now taking the jobbing agency for Zonophone goods, it is understood. He will also feature them liberally in his two retail stores.

On this page will be seen the "summer garb" of the Eastern Talking Machine Co., jobbers of Victor and Edison machines. This is one of the most attractive buildings in the city, and with the new awnings, electric bell signs and other modern features of store-policy makes the Eastern spot a credit to Boston. It is a "live" concern, managed by a "live" man.

The Conclave Phonograph Co., at 199 Tremont street, recently opened with the three lines—Colony, Edison and Victor—has been discontinued, and no attempt will be made to further their business in that field. Two reports are offered as to "why." One that the Victor and Edison companies, believing that the territory had sufficient representation now, requested the move,
The Fibre Needle

THE NEEDLE OF

Tone! Quality!! Elegance!!!

AND

Perpetual Enjoyment

For the Talking Machine

*It has made:*
FRIENDS vs. ENEMIES
SATISFACTION vs. DISCONTENT
ENTHUSIASM vs. INDIFFERENCE

For the Wise Dealer

IT MAKES THOUSANDS OF FRIENDS AND

*Thousands of Dollars*

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

33 and 35 W. Kinzie Street, Chicago, Ill.
and the other is that the Hotel Touraine objected to the "noise," and offered a sum of money for its abolition. Take your choice; it's gratis!

P. T. White, of the Victor department of Henry P. Miller & Son Piano Co., has just returned. They passed their honeymoon at Atlantic City.

P. B. Emerson, of Chelsea, is an enthusiastic Edison dealer, having adequate quarters for the best promotion of Edison machines.

One of the New England dealers visiting Boston recently was Mr. Stone, of Berwick, Me., who is a hustling Edison dealer. Mr. Stone gladdened the hearts of the Boston jobbing trade by leaving some substantial orders for his extensive summer trade.

Henry Siegel Co.'s talking machine department is now managed by Mr. Bennett, buyer for the sporting goods end. This concern features Columbia products.

P. W. Peabody Co., of Haverhill, are becoming quite a factor in the talking machine world, and are selling a large amount of Edison goods. Cliff Poor, manager of the company, expresses himself as very pleased with past results, and is aiming for a still greater future. Joseph McFarlane is now manager of the talking machine department, being formerly associated with M. Steinert Sons.

The Eastern Talking Machine Associates had a pleasant field day on the 17th of June, with a pleasant field day on the 17th of June, with a

Mr. Stone gladdened the hearts of the Boston jobbing trade by leaving some substantial orders for his extensive summer trade.

Steinert & Vandeigrift, Inc., manufacturers of the Music Master horn, leaves on August 1 for a visit to every important city in the United States and Canada. He will journey southward and around to the Pacific Coast, thence up to Canada, visiting the trade of Canada and British Columbia, and returning through the Central West. This will be one of the greatest trips ever undertaken by the Music Master horn, and, in view of the merits of the goods he is exploiting and his own personal popularity, represents a most satisfactory nature to become secure.

At the recent show of the Royal Ulster Agricultural Association, held at Belfast, Ireland, Thomas Eden Osborne, the enterprising talking machine dealer of that city, had the pleasure of dictating a speech concerning the merits of "Pebol" which was reproduced through the Edison Standard phonograph fitted with Cygnet horn. This particular novelty in advertising proved to be most effective and was much talked about among the thousands of visitors. Mr. Osborn has very aptly described the phonograph not merely as an "automatic salesman," but a "mechanical orator."

Schaad Visits Victor Co.

H. B. Schaad, with the Aeolian Co., returned to New York late last week after a two days' visit at the plant of the Victor Talking Machine Co., Camden, N. J. Speaking of this, Mr. Schaad said:

S. F. Hyman Gets Big Fee.

Judge Keogh Signed Order on July 7 Directing Payment of $32,204.66.

Justice Keogh of the Supreme Court of Westchester County, N. Y., holding court at White Plains on July 7, signed an order directing the Empire Trust Co. of New York City to pay to Samuel F. Hyman, a lawyer, $32,204.66 as legal fees. The money is on deposit with the company to the credit of John C. Tomlinson, Jr., as trustee. Mr. Tomlinson at one time was an officer and counsel for the New York Phonograph Co., of the same city, but now defendent. A suit to define and enforce certain contract rights was brought by the concern against the National Phonograph Co., Orange, N. J., which dragged along in the United States Court for nearly ten years.

Hyman, also an attorney for the New York Phonograph Co., commenced a suit for the same purpose, in the State courts, and every decision rendered was adverse to his contention. A part of his case included action against every Edison jobber and dealer in the State, with S. B. Davega, of the S. B. Davega Co., New York, as nominal defendant. The National Co. taking care of the legal end. When the Circuit Court of Appeals of the United States, second circuit, upheld the suit of the complainants the suits were settled by the latter without Hyman's knowledge.

He then entered a claim for his law services for $311,439 and sought to enforce it through the courts. After many hearings, it was found finally that the only money available was the above sum, which the court now directs to be paid to Hyman.

Schaad Visits Victor Co.

H. B. Schaad, with the Aeolian Co., returned to New York late last week after a two days' visit at the plant of the Victor Talking Machine Co., Camden, N. J. Speaking of this, Mr. Schaad said:

"I went over from New York with Arthur D. Gelso, of the Talking Machine Co., Chicago, and, in company with his father, Louis F. Gelso, general manager of the Victor Co., I had the pleasure of going over the plant. I certainly appreciated the organization that has built up and conducts such a wonderful business, and Louis F. Gelso is the presiding genius. No, I did not attend the jobbers' convention in Atlantic City. I did not meet Mr. Johnson, the president, as he is in Europe.
The fourth annual convention of the National Association of Talking Machine Jobbers opened at the Chalfont, Atlantic City, N. J., July 5, the first session being called at 2:30 p.m. Owing to the fact that the opening day had been preceded by practically a three-day holiday, a large number of the jobbers and their wives and families arrived on Saturday and made the occasion one of combined business and pleasure by a ending almost a week at this popular resort.

There were in attendance 178 representatives from 85 houses throughout the trade, showing the widespread interest in the organization. We may say that representatives were present from Winnipeg, Canada, and from Houston, Tex., and all intermediate territories.

The association, however, is practically composed of Edison and Victor jobbers, and a close analysis of the personnel of the association will show that no member was present save that he was affiliated with either the Edison or Victor companies, so that the association as it stands to-day is composed of the men who represent the interests of the Edison and Victor houses.

As this was the third time the association had met in convention in Atlantic City, the members were perfectly at home both with the location itself and their associates, and as a result the social side of the convention was decidedly prominent.

Each morning saw the majority of the talking machine jobbers and members of their party disporting themselves in the sun or enjoying the pleasures of ocean sailing. The sessions took up the afternoon, while immediately after dinner there was a general exodus from the Chalfont for the various piers, where dancing and diversions were indulged in. As the midnight hour approached the various parties assembled at Old Vienna and other similar Botteman resorts, where they joinec heartily in the general reign of joyousness. At Old Vienna the talking machine men owned the balcony each evening, and suspended over their heads was the word Victor in electric lights.

The Thursday morning, of course, there was nothing that could interfere with the attendance of all upon the much-heralded ball game at the Atlantic City Ball Park, where the West won over the East by one run. The fans were numerous in excellent voice, and got excited over every hit and run.

The jobbers were fortunate in being at this resort during a part of the aviation meet, when Curtiss, Hamilton and other "bird-men" did hair-raising stunts with aeroplanes to the edification of the Boardwalk crowds. It took only the cry "Curtiss is flying" to empty the meeting room and cause a grand rush for the boardwalk. From a social viewpoint the convention reminded one of a party of close friends meeting together after a year's separation and doing their best to make the occasion a memorable one.

OPENING SESSION ON TUESDAY.

The opening session of the convention was called to order at 2:30 p.m. Tuesday, and it was found that a large proportion of the members of the association were in attendance. President Perry B. Whitsit stated that while he was decidedly pleased at the progress made by the association during the past year he had not prepared a formal report to present at the convention in view of the fact that the points he would emphasize appeared in full in the reports of the secretary and treasurer. Secretary J. C. Roush then presented his report, which was as follows:

Secretary J. C. Roush's Report.

Gentlemen of the Jury—I am about to make a report.

The secretarship of such an association as this calls for a little more versatility than is usually found in the ordinary and average secretary.

In the first place, this association is an unusual affair, and it would quite naturally follow that unusual conditions prevail, especially in the secretarship.

During the past year numerous occasions have arisen wherein it seemed that the secretary was not only to act in his official capacity, but, in addition, render the services of official full apportionments of secretarship, but to see that, by suggestion to those who are less favorably situated with the exact work, they cooperate with each other in every way.

As more sorrow is expressed in a good place from the loss of one soul than joy is exhibited over a hundred found, it is quite natural that we, as a body, should consider more closely our obligations than commissions; bring to bear more closely our applied efforts on what is to be done this coming year. While with all possible jubilant, we review with satisfaction the various accomplishments of our past three years, we are specifically here to arrange plans and specifications for future accomplishments.

Inclined to this, it is necessary that I read my report, so let's get it off our hands as quickly as possible. It is no small satisfaction to say that we now have, July 1, 137 members.

During the past year there have been three executive meetings, upon call of President Perry B. Whitsit. At the Pittsburgh meeting, September 19, last year, at the offices of the Standard Talking Machine Co., the following committees were appointed:


Resolution Committee—Louis Buehn, Rudolph Wurlitzer and Lawrence McGeel.

Membership Committee—J. C. Roush; balance of committee to be selected by the president and Mr. Roush.

The second meeting of the Executive Committee was a special meeting, held in Philadelphia, February 5, upon a special call by the president. This meeting was deemed expedient by way of taking up, without delay, the matter of the immediate exchange proposition with the Victor Co.

There were present at this meeting Perry B. Whitsit, Louis Buehn, J. N. Blackman, L. C. Wiswell (for J. F. Bowers), and J. C. Roush.

The third and last executive meeting was held at the offices of the Perry B. Whitsit Co., Columbus, April 17, at which every member of the executive committee was present.

At this meeting a special committee composed of J. N. Blackman, Louis Buehn, E. F. Taft and Lawrence Lukeer, was appointed to call on the Victor Co., on their way East, and ask that they discontinue the practice of calling attention to the new system of making records, etc., and also take up the matter of obsolete cut-out records, of which there are about 50,000 outstanding among the various jobbers. Also, to point out to the two factories the advisability of allowing the jobber to return his cut-out records thirty days in advance of the dealer, in order that he may have his stock filled in by the time the dealer's return comes in. Also the subject of sending out the special "hits" starting where they are popular in the East, and gradually working West.

The real object of our association is known to us all. We are organized for a specific purpose—that of bettering our trade conditions, more firmly and harmoniously operating in...
our work, more thoroughly and expeditiously transacting our business.

In union there is always strength, and now that we have become united, some results should show for the effort.

That we are strong and increasing in strength is fully evidenced by the work accomplished during the past year.

Temporarily assuming this up, it is as follows:

The recalling of all 8-inch Victor records at full price.

The Victor numbering system, which is working out to the entire satisfaction of every jobber.

The granting of sixty days' time to jobbers on last Victor exchange in which to purchase sufficient records to balance the cut-out returns. On future Victor exchanges the jobber will be allowed to return his cut-out records thirty days in advance of the dealer, and will not be compelled to order the same serial number of renumbered records as he returns.

The promise of recalling shortly all obsolete cut-out records that were not included in the various exchanges.

The promise by both factories to meet with the insurance companies toward the adjustment of partial losses by fire and water, and replacing the jobbers' stock, record for record and machine for machine, and then adjusting same with the insurance companies.

A new financial statement blank has been carefully compiled, being as concise as possible, and may be secured from the secretary at a nominal cost.

There has been a change made in the semi-annual delinquent report, classifying the various dealers by State, as well as alphabetically, and which is revised completely every six months.

Another very important—in fact, the most important—matter which the association has accomplished, is the securing of the promise from the National Phonograph Co. in regard to "dead" dealers.

The arrangement is that if a dealer has been reported by three or more members of the association, the secretary is to write each jobber reporting said dealer, getting the amount of the account, when sold, and what steps he has taken to collect same. This data from the three or more jobbers will be sent by the secretary to the factory, and the factory will then notify the dealer that he has thirty days in which to make good. If at the end of that time he has not made some satisfactory arrangements with the jobbers whom he owes, he is to be suspended.

This matter has also been taken up with the Victor Co., under date of June 9, but as yet we have secured no decided answer.

Another matter that has been taken up is the allowance in the exchange of old-type machines.

The second-hand license proposition has been greatly abused in the past two years, it being known that a great many dealers are in the habit of allowing full price for old obsolete types of machines, in exchange for better ones.

At our suggestion the National Phonograph Co. has agreed to devise some plan whereby a certain allowance can only be made for very old-type machines, a better allowance for the gate type, and full price for all machines of the newest type in good condition, bought within six months of time of exchange.

This matter has also been brought to the attention of the Victor Co., but no reply received.

Another very important matter is the recent announcement of the National Phonograph Co. concerning the revision of their exchange plans. As this has been very recent, nothing has been done other than to merely call the attention of the factory to the injustice of this exchange, and asking them to take it up with us at the open meeting.

At a recent date it was unanimously decided by the executive committee to take a mail vote on the advisability of requesting both factories to limit the jobbers to only one or two sets of sample records, which were to be played over in his own place of business and not allowed to be either sent out by freight or express, or carried by the road men. Up to date the secretary has received 107 replies, 97 of which were in favor of aboliishing the present system of carrying samples, and ten against said plan.

The request for a vote was mailed, not only to the members of the association, but to every jobber in the United States and Canada.

Right here is my opportunity to say it to your face. To bear out my contention that the tendency has been on some points and in some quarters on the "Let George do it" plan, I am going to say that the secretary of the association needs your better support in replying promptly to his communications. On even the insignificant salary received by the secretary it is impossible to make out of the almost endless chain of letters in endeavoring to get members to merely write on a postcard "Yes" or "No," when certain questions are put up to them to favor or vote. It seems to have been harder to secure from certain members a mere wave of their hand than it would be to collect a matter of $100 or more, and yet the request could have been granted by about the same effort and labor as the signing of a check. Some members received no less than six communications asking them to reply, voting either "Yes" or "No." It is quite possible that some of these members have replied, but that their answer has been routed over the Erie and will arrive long after our convention.

This involves, on the part of the secretary, an immense amount of extra and unnecessary work, to say nothing of the expense. The secretary would personally prefer to pay the expense part out of his own pocket rather than do the work, and with your knowledge of his fondness for the little fellow, you can see how promptly and at no expense, and with the assurance that the legal purpose of the association will be carried out.

Another matter of importance is the habit of allowing old obsolete records to be carried by the road men. Up to date the secretary has sent twenty-five notices that several feet are wiggling like a "frank" at his disposal. It not only brings us closer together, but it promotes that underlying business basis, good feeling, fellowship and friendly co-operation.

The writer belongs to the Ellis and the Christian Woodhouse, and has the Eagles (has been rejected from the Moose Club), and can honestly state that his connection with the Jobbers' Association has, in a friendly, social way, the preference.

During the past year he has made friendships from practically coast to coast, the result of acquaintances formed at the convention. This applies to every member that attended our last year's meeting, and has proven of immense benefit to every individual.

It is a well-known fact among us that the policy of this association is one rather of suggestion than compulsion and that we adopt the position of hypnotists rather than have the slightest taint of suspicion that we have formed a jobbers' trust.

In the first place, we all know that for political reasons this is the best attitude to assume, and from our early Sunday-school training we know it is the best.

We have not on record a single example of where we have the ill-will or have antagonized or made any attempt to subjugate anyone with whom we disagreed on business lines. Our every attained point has been on the basis of a plus or request, and our "Come, let us reason together" spirit has been amicably accepted in every quarter. Both factions may come to the convention with least attention, and we, to a certainty, that to-day we stand closer to the Vice-President, and the convention.

Our association has also improved slightly in moral tone, as there is only outstanding at present $175.75 in unpaid dues.

For fear that some members in the future may take advantage of this liberal statement, I will knock wood. * * * It is to be hoped that you will not take any advantage of a generous spirit. In case these things are held against us, we are a strong-minded individual so tempted, 1 will state that the secretary is on the best terms and in complete harmony with your knowledge of his fondness for the little fellow, you can see how promptly and at no expense, and with the assurance that the legal purpose of the association will be carried out.
total of $37.50. Two are on the wrong side to the extent of $15 each, and eight have back-slidden to the amount of only $7.50. As I came to the convention with the express and vowed intention of collecting these delinquent amounts, I will state that the secretary's room number is — and all communications containing remittances will be acknowledged under seal, marked "Personal" and with the least possible publicity.

This is giving the delinquents the benefit of arrangements, but the aforementioned mention of the collection agency must not be forgotten. The collection agency must not be forgotten.

Two are on the wrong side to the amount of only $7.50. With less effort than has been expended upon the delinquents, the secretary has collected and turned over to the treasurer $1,750 in dues.

In this connection it is well to state that the expenses for the next year will be quite proportionately less, as there are no old accounts to meet and it will not be necessary for the incoming secretary to have so much printing done. Very many of our printed forms are completed, with enough on hand to supply the next year or two. The item of the filing case will not be necessary for some years to come, for the one recently purchased will be available for quite a period.

For the benefit of the newer members, and to refresh the memories of the older, and for those who are otherwise not thoroughly in touch with the work of this organization, I will say that all matters of importance should be sent direct to the secretary, as through him they will be brought most expeditiously before the executive committee.

This committee consists of the president, vice-president, secretary, treasurer and five members, making all told a body of nine. The five members are chosen to represent, as widely as possible, the different sections of the country. They are representative jobbers in every sense of the word, their qualified requirements being no more a matter relating to Dun's or Bradstreet's than the Blue Book. The arowed personnel of this executive committee must be up-to-date, progressive, active, enthusiastic and devoted unquestionably to the interests of our association, for it practically represents our success. The committee meets three times a year, on the call of the president, in a central location, and all jobbers are not only invited but requested to be present, as the meeting is an entirely open one.

In executive session, the committee discusses thoroughly the matters that have been presented to it; a resolution is adopted and a mail vote taken, if possible. If the matter be an urgent one, and the time too short, the resolution is sent direct to the factory concerned, either by mail or in person, by members of a committee appointed by the committee.

The secretary is the only paid officer, receiving a salary of $600 a year. Members of the committee are allowed their mileage and berth to and from any point of origin. Hotel bills and other expenses are borne personally by the committee members.

The secretary extends his most hearty thanks to the various members of the executive committee for their efforts and hearty co-operation during the past year. The attendance at all meetings has been good; at the last one the entire nine members were present.

Supplementing all that the secretary has previously written and said regarding the ten members and their delinquent dues, the secretary will announce, for a short time, a-truce, which will enable these delinquents to see him without undue publicity, and to square their accounts. I do not anticipate a rush so great that cannot be accommodated between now and bedtime; however, I may be mistaken. You know that story about the country editor who inserted a little four-line notice which read something like this: "Will that prominent business gentleman who was seen through the window of his office hugging his typewriter immediately pay his subscription or stand exposure in our next issue." Arriving at his office the next morning at 8 o'clock there were awaiting him 37 'de-linquents.'

After the report of the treasurer, we come to the report of the membership committee. The chairman of the membership committee has less to do than the secretary. I feel sorry for the secretary.

The secretary took so much of your valuable time that we will make this report of the membership committee short and to the point. If a personal canvass was made of all the talking machine jobbers in the country, it is a safe prediction that every one would approve of our association, its course and its methods. But we want more than approval—we want actual, bona fide, warm-blooded, spirited members.

No small effort has been put forth since our last annual meet to secure recruits, and the result might have been a great deal worse.

Twenty new converts announce their avowed acceptance of the faith. Every one of these additional members represents an added personality to the association, of which we should be justly proud. Their names are as follows: Jas. J. Lyons, Chicago, Ill.; Elyes Austell Co., Atlanta, Ga.; Petmecly Supply Co., Austin, Tex.; Consolidated Music Co., Salt Lake City, Utah; Knight-Campbell Music Co., Denver, Colo.; W. A. Myers, Williamsport, Pa.; Washbner-Stewart Music Co., Indianapolis, Ind.; A. Honje Co., Omaha, Neb.; Chance & West, Des Moines, la.; His Master's Voice Gramophone Co., Toronto, Canada; Robt. C. Rodgers Co., Washington, D. C.; Western Talking Machine Co., Winnipeg, Canada; Smith Phonograph Co., Oklahoma City, Okla.; Cohen & Hughes, Baltimore, Md.; Price Talking Machine Co., Newark, N. J.; Pacific Phonograph Co., Oakland, Cal.; Putnam-Page Co., Peoria, Ill.; Aesopian Co., St. Louis, Mo.; Lit Bros., Philadelphia, Pa.

Into each life some rain must fall. It is with keen regret that a report is necessary of the following resignations, but our feelings may be somewhat pacified when the reason of these withdrawals is known. Boston Cycle & Sundry Co., Boston, Mass., withdrew owing to their intention of going out of the jobbing business as soon as they can dispose of their stock. We have also lost as members the following firms, who have sold their talking machine jobbing business: Mackie Piano Co., Rochester, N. Y.; Flint & Brickett Co., Springfield, Mass.; Forsythe & Davis, Kingston, N. Y.; F. Bacigalupi & Sons, San Francisco, Cal.; Regina Music Co., New York City; Utica Cycle Co., Utica, N. Y.; John F. Ellis & Co., Washington, D. C.; C. C. Adams & Co., Peoria, Ill.; St. Louis Talking Machine Co., St. Louis, Mo.; Bruce & Brown, Seattle, Wash.; Jones Piano Co., Des Moines, la.; A. J. Pommier Co., Sacramento, Cal.

We have practically gained 19 new members, as none have withdrawn for other than purely business reasons. We have, at present, a membership of 117.

Outside of the fold there are, at the present time, 57 jobbers. Of this number, 14 are branches of jobbing houses who are now members of the association, which leaves practically 43 live prospects.

During the past year at least ten letters, carefully prepared, have been sent to the non-members, and the following State commissioners have called personally and have written many times to these 43 jobbers not included in the membership: W. H. Ross & Son, Portland, Me.;
WEDNESDAY'S SESSION.

On Wednesday afternoon the second session was held and a number of matters of interest to the association members and the trade were discussed. The matters put up for discussion at length were largely those which had been reported on by various companies during their salesmen's visits to their salesmen, and which they considered to be of serious importance. The subjects discussed were all of vital interest, bearing on the improvement of the trade and the satisfaction of the members. The discussions were taken part in by the officers of the association, and the meetings were concluded on the 30th of June, which was the last day of the session.

THURSDAY'S OPEN MEETING.

The closing session of the convention was held on Thursday afternoon, when occasion was taken to declare a number of questions that had not been reached during the previous sessions. Among these were the following:

1. The grievance committee, through Chairman Blackman, reported that there had been no grievances reported during the year.


3. The officers were re-elected.

4. Other committees then reported, after which the officers adjourned in order to prepare for the next session.

5. F. K. Dolbeer's remarks.

6. Mr. Dolbeer was greeted with prolonged applause, and said he would speak on two subjects, namely, "Discontinuance of Sample Records" and "Record Exchange." He said that he realized from the result of the mail vote taken by the association on the discontinuation of sample records, which was 105 in favor of discontinuing and 11 against, that the jobbers were in favor of doing away with the present system. He also stated that he had made a study of the question of discontinuing sample records, and that he would speak on the subject with some of the leading jobbers his opinion had changed somewhat.

7. J. Newcomb Blackman, vice-president of the association, acted as chairman, and first took occasion to call upon Mr. Wilson, under date of May 25, in which he said: "If jobbers consider it a good plan to discontinue displaying sample records to the dealer, claiming that the dealer can order intelligently from the regular list which is sent to him, it would appear that the jobber himself could also do without the samples, ordering only from lists, which would obviate the necessity for our sending samples. If this is the case, is it not possible for us to cut down one month on our present plan of producing advance lists, thus bringing our work up closer to a selling date than we are now doing?" The speaker then made the announcement that if the other manufacturers will agree to cut out samples, the National Phonograph Co. will do the same.

8. On the question of record exchange, Mr. Dolbeer referred to the exchange of May 1, as being the most liberal exchange ever offered, which he considered practically a consignment of goods; he spoke of the fact that it seemed unjust to the jobber and the samples finally, returned the dollars and eventually send them to the scrap heap. This exchange has proven unsatisfactory, and many of the jobbers must have faith in the company to formulate some plan which will be satisfactory. The present exchange is intended only as a temporary expedient. Mr. Dolbeer read figures showing that the exchange made on Standard and Amberol records from Aug. 1, 1916, to May 1, 1916, which is the average sales, is 11 per cent., as against the Amberol, 25 per cent.

9. W. B. Pulham, manager of the sales department of the Victor Co., was next called on, and replied in a few words, saying that he was not authorized to speak as to the policies of his company, and spoke of the difficulty which his company was having in filling their orders.

Henry C. Brown, advertising manager of the
Victor Co., was announced by the chairman, and stated that his position with regard to an author-itative outline of the company’s policies was the same as that of Mr. Polkum; he spoke of the great additions being made to their factories, laboratory and executive offices, and expressed his pleasure at the thought of seeing the jobbers in the house Friday.

The chairman asked L. C. McChesney, advertising manager of the National Co., for a few remarks, in respect to which Mr. McChesney stated that he would be so appreciative of the change in the advertising policies of his company next year.

Edward Lyman Bill, publisher of The Talking Machine World and The Music Trade Review, was called on and spoke for a few minutes, expressing his appreciation for the support extended him, as well as the friendship of the individual manufacturers, jobbers and dealers which he enjoyed. He took occasion to pledge his further support to any move-ment for trade uplift, and expressed his unqual-i-fied belief in the bright future that was in store for the talking machine trade.

D. C. Williams, representing the Udell Co., Indi-anaapolis, next addressed the meeting, and after telling a humorous anecdote regarding President Whitall in the role of a Newyorck, proceeded to extend the following conclusions to the cabinet trade, especially referring to what his company were doing in producing new styles to meet the demands of the trade. Mr. Williams is a cabinet maker and knows his business thoroughly.

Frank C. Storey, Red Bank, N. J., president of the Eastern States Talking Machine Dealers’ Asso-ociation, delivered a most interesting address on “What I Would Do If I Were a Manufacturer,” wherein he offered some suggestions well worthy of more than passing thought. Mr. Storey in his address said:

I would naturally do business on such lines as would bring me the greatest amount of busi-ness, always keeping in mind the Sheldon motto, “He serves best who serves the most.” And upon second thought I would also invert it to read, “He serves best who serves the most.” So in order to serve the most we should serve the best.

He would not make cheap goods, as it is very largely the cheap, squeaky, scratchy toy which the cheap dealer endeavors to sell, and gets a reply some-thing like, “I would not have one in the house.” I would put all effort on making the best article I could produce in order to interest the most critical prospective buyers, simply varying the style of cabinet work and the motive power to meet the customer’s pocketbook.

On the selling end I would be extremely care-ful to market my goods only through capable and experienced merchants of good standing whose interests I would make as close as possible to the manufacturer’s interests.

The manufacturer to-day is catering to the more capable merchant, capable as well in abil-i-ty as in capital. The increased amount of ad-ver-tising brought about by developments in the piano trade papers also proves this.

Protection and Profits.

But if I were a manufacturer I would bear in mind that the capable, hustling merchant can sell almost any merchandise, and if the manu-facturer does not give him the proper protection in his territory, and if he does not give him the necessary margin of profit to enable him to ad-ver-tise, canvass and take installment risks, then this desirable merchant will leave the talk-ing machine industry severely alone, as he can make more money selling sewing machines, pianos and other kindred lines, where the dealer invariably doubles, and usually more than doubles, his money on installment sales.

I would also arrange my product in such a man-ner that the dealer could carry a complete stock without any hardship. I would eliminate all slow selling stock as quickly as it became dead, thereby encouraging merchants to carry complete lines, which would represent more satisfac-tion for the consumer and dealer, as well as more profit for the dealer and manufacturer.

I do not refer to the margin of profit in the middle-man, who he makes profits or losses will depend entirely upon the profits and losses of the dealer and the manufacturer.

It stands to reason that if I turned out the right kind of goods, sold to the right kind of dealers and on right business methods, as re-f erred to, that I would be able to do more busi-ness and also more satisfactory quantity of business than if this policy were not adhered to.

What Different Manufacturers Have Done.

Now, gentlemen, if you will permit a few pertinent remarks bearing on the past, and which, perhaps, will give us caus-es and hopes for material improvement of present conditions. It took the Victor Talking Machine Co. to introduce the high-grade, high-priced ar-tistic records which many people thought could never be sold at the prices; although popular records sold temporarily, most of the best dealers will sell more of the $7 Sextette the year around than any other record in the Victor catalog.

Quality will certainly count if it is properly placed before the public through the proper medium, but the curb-stone agent cannot expect to sell Sextettes or Victorolas unless he sells out for a little work at cut prices; which has been prac-tically built up by the progressive merchant. It also took the gumption and confidence of the Victor Co. to introduce the high-grade, high-priced ar-tistic records which many people thought could never be sold at the prices; although popular records will be heard of.

From the high-grade point of view these two introductions of the Victor Co. have been the greatest features and help to the industry that has been put on the market.

However, it took the systematic National Phonograph Co. to introduce their simple and business-like method of cataloging records. By cutting out the dead wood and keeping their cata-log down to a reasonable number so any dealer could carry a complete line, they created and a lot of work is done without profit, while if this cut-out list were sent to the trade several months before they are actually cut from the catalog, it would give the dealer a chance to reduce his stock. If the dealer were permitted to exchange these cut-out records at his pleasure it would give him an opportunity to sell many of the cut-out records, particularly those that are good numbers but slow sellers. Under the old method the dealer would not take any risk of not selling the record, but would send it back.

One manufacturer for many years extended continuous exchange proposition on a basis of five to one, and this worked out very satisfac-torily, as at no time could the dealer return
You must remember that the $200 machine by
machines for $10 down, the balance in twenty
the cash price and have no end of time to pay
they handle at almost any department store at
a bicycle on time from Mr. Department Store at
talking machines and pianos.

On the installment plan with the exception of
store that will sell me a bicycle or sewing
other thing with the department store which
consumer can do this and that and the
ment store that will sell me a bicycle or sewing
they handle at almost any department store at
a bicycle on time from Mr. Department Store at
talking machines and pianos.

One manufacturer has gone so far as to furnish
and it is not fair to the jobber who has for that
reason to carry a good many dealers’ accounts.
Out of 355,000 pianos sold in the United States
were sold on instruments
and all, no doubt, at an advance over the cash
price. If he desired more than the thirty days he
have to pay the 5 per cent. additional, and if he
desire to buy on longer terms than extended
by some the dealer could, according to his own
judgment, set the installment price from 5 per
cent. to 10 per cent. I would then find that
many dealers would increase their business be-
cause this additional 5 per cent., or 10 per cent.
what dealers would, in my opinion, the

How Output Should Be Sold.

And, now, gentlemen, I would like to have you
your close attention for just a minute while I
state to you point blank that if I were a manu-
ufacturer I would sell my output through
jobbers', but not through the department store,
will I sell any individual firm or department
store unless they were actual jobbers, not job-
bers on the letterhead, but jobbers in the full
sense of the word. The consumer may want to
not feel the department store competition nearly
as much as the city and suburban dealer. It is
who creates the desire on the part of con-
tomorrow, but it will be done to-day, because
the consumer can do this and that, and he
thing with the department store which the
dealer has to do because the department store
a short time of discount, while to-day practically
every department store gets a jobbing discount.

Now, gentlemen, I would like to have you
take me to New York and show me a depart-
ment store that will sell me a bicycle or sewing
machine, or practically any other line of goods
on the installment plan with the exception of
table linens.

You do not buy a bicycle on time from Mr. Department Store
at any price, but you can buy any talking machine
they handle at almost any department store at
the cash price and have no end of time to pay
for it. One of the New York stores sells $300
machines for $10 down, the balance in twenty
months, and this is the cash price. If you must remember that the $200 machine by
some makers is sold at a short discount than any other, and if I were a manufacturer I
would certainly stop such unfair competition
and such unbusiness-like methods as to sell a
department store as a jobber when they are
not jobbers. You do not buy it and it is
only a question of time when this method of
selling will be gradually eliminated. In fact,
some manufacturers are eliminating it now, and
trade is appreciating this elimination very
thoroughly.

Educating the Dealer.

Now that I have called your attention to the
dealers' view of a number of things, I would
like to give you one dealer's view as to what
I would do if I were a manufacturer from an
entirely different point of view. Every manu-
ufacturer has many views. First he looks after
the general welfare of the factory's business. They
are salesmen, and as a whole do good work, or
otherwise there would not be a manu-
facturer I would employ, a few thorough business
engineers who could spend a day with
every dealer, whether he is progressive or a dead
one, so that he could show the different dealers what
methods are pursued by other dealers to in-
crease and hold the business. A practical busi-
ness man could show the dealer who does not
sell on installment how he can make instal-
ment sales pay. He can show the installment
dealer how to improve his collections. He can
teach the advertising man how to improve his
advertising. He could show the dealer who has
heard about recitals and church work just how
to get at this inexpensive and yet profitable
manner of advertising his talking machines
could give him no end of points as to the best
method of carrying records. He could show
him that if he sold a cabinet with each machine
whenever possible that the consumer would
more service out of his machine and have his
records kept in better shape and have a desire
to fill up that cabinet with a selection of rec-
ords. A real business man who had shown the
dealer a few good points and in-
spired him with a bunch of optimism, Mr.
Business Engineer would be likely to walk away
with a much higher order than the genial miles-
man with his two for a quarter cigars.

It will take the legitimate dealer and mer-
cantile to educate the different industries which is to-day harshly scratched, when com-
pared with its possibilities.

Stock Chats of Dealers' Association.

After the close of his address Mr. Storck took
occasion to request that the jobbers and their
travelers covering the Eastern States should
bring to the attention of dealers in their terri-
tory the fact that an allied association existed
among their fellows, and urge them to become
affiliated with it. Mr. Storck stated that many
distinguished dealers hesitated to join, under the
impression that there were already plenty of
members to do the work, but, as a matter of fact,
every additional man enrolled served to
strengthen the association to an appreciable de-

McMenimen's Remarks.

H. N. McMenimen, general manager of Ship &
Vandergiff, Inc., manufacturers of the Music

The DUTIES OF AN ASSOCIATION

MEMBER.

By JAMES F. BOWERS.

I have been asked to address this association on
the topic which heads this paper. I take it
that the committee which assigned me this topic
had in mind the duties which members owe
to the association, to the trade which they re-
present, to themselves and to the manufacturers
whose goods they handle. This trade is espe-
cially and particularly fortunate in having for
a mouthpiece the remarkably able conducted trade journal known as the "Talking Machine
World," edited and directed by one of the fore-
most men in the newspaper profession—Col.
Edward Lyman Hill—and I could not possibly
present anything more forcible and interesting
on this topic than to quote from a recent
editorial in this paper.

"There are some jobbers who are not doing
their full duty to the manufacturers and to
their constituency by adhering to too conserva-
tive a policy. They are not working their ter-
ritory as they should. They are not spending
the money for developing their trade. Now,
many dealers are unacquainted with talking
machine possibilities. They entered the busi-
ness with little or no knowledge of the peculiar
environment of the talking machine. They
simply looked upon it as a good thing and their
very ignorance of the trade situation is hold-
ing back their own development. Now, it is
the dealer's business, because the jobber stands
between the dealer and the manufacturer, to
aid them. It is the jobber's business to en-
courage and to train his trade, and he cannot do this if he hides his business light
under the bushel of indifference. He must be
up and doing. He must exploit his product and
the talking machine system, in his viewpoint
understand that he is in business and that he
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James F. Bowers.
and its present position as an entertainer and instructor. Now, they are the people to interest, and an association, whether composed of jobbers or dealers, can forward the interests of all members, because it injects a little trade enthusiasm into the business. The dealers of the East have recently formed an association, and it seems to be in excellent working order and doing a great amount of good. They will help the manufacturing department and they will help themselves. In fact, all will be benefited by the adoption of modern, progressive ideas, and the question but that there are some men in the talking machine trade who need some of the ginger spirit.

"There is a great opportunity for talking machines. Excellent. A widespread publicity in every line has created with the consumer new wants, because advertising has brought about a change of conditions. It has changed luxuries to necessities. Not only is this true of the city dwellers, but the farming communities are demanding the best of everything. The farmer must have his automobile, his player piano, and why not his talking machine? To our minds, continuous advertising has brought about the actual demand for these things, and it has helped to raise the standard of living. It has impressed upon the people the necessity of having certain articles in their household which formerly they viewed as luxuries. Why should the talking machine men have their share of the increased demand? Why has the great consuming public come to make these demands? By education, and who has been a greater educator than the national advertiser? Who has taught the world that progress is possible only by elevation to a higher standard of living? The public is taking to itself the best of music and good pictures. The public is reading more and better books than ever before in the world's history, and this means a greater consumption of books and book-keeping necessities. The man and woman are better dressed than ever before. We ride in better carriages, in automobiles, and our railroad coaches are better appointed as regards the comfort of the traveling public."

It is hard for me to offer anything better than the extract from the Talking Machine World here to-day. The same thing generally holds true, these are, as a rule, trite and often dull, and even the public are becoming rather indifferent about them. But if there are any articles that are of any value, they are so well written that they are a pleasure to read.

There are other duties as well owed by the members to the association, and particularly to its hard-working officers. Prompt, cheerful and courteous attention should be given to communications and requests from the secretary. Prompt remittances should be made to the treasurer for all dues and liabilities. These are somewhat burdensome, but are immense factors in the smooth and satisfactory working of the or any other organization.

REASONABLE REGULATION OF COMPETITION

By J. NEWCOMB BLACKMAN

This subject as applied to the sale of Edison phonographs and Victor talking machines, treats particularly of the establishment of additional dealers and jobbers. The manufacturer has, generally, in the last year or two, attempted to supply a demand in excess of the supply. The situation, however, in the last two or three years, with the exception of certain special goods, could hardly be thus described. Most of those jobbers and dealers who have large investments and consider the business as profitable have greatly helped the manufacturer to stand, and what he sells in the country cannot be rewarded by the manufacturer for the reasons stated above. The present condition of things is such that competition is the only means of improving the business. The manufacturers are to be commended on the wonderful campaigns of advertising and it is only fair that the trade should be so equipped, if he has his resources unjustly safeguarded against his creditors? He will continue to find victims, but in every event he always benefits the dealers and enjoying the benefits, even though he may thereafter pay cash for his goods."

I do refer to the unfortunate "butter" and the "professional dead beat."

Facilities for Handling Business.

The time has come when I think a great deal depends on the fact that some manufacturer has got a large dealer-his main or perhaps entire business."

THE TALKING MACHINE WORLD. 33

THE MANUFACTURER MAY JUSTIFY IN GIVING THE JOBBER DISCOUNTS, BUT WHAT DOES HE DO DURING A BUSINESS DEPRESSION?

Then, take as another class the jobber who handles talking machines exclusively. Here we have the manufacturer giving him a special and perhaps exclusive endowment to the manufacturer. The genuine manufacturer gives him exclusive privileges and entitles it to protection in accordance with what he produces for the business as a permanent and a business depression."

For the handling talking machines exclusively gives him exclusive privileges and entitles the business which should be an asset in his favor. The jobber whose main business is whether he is supported and protected even though he was to discontinue the business his good work would continue through the dealers he has established and supported. With the case of the manufacturer look for retail purposes only, he would leave behind very little, but some retail customers should be discontinued. Then, again, is he not more likely to desert the organization at a time when he is not needed? This is also true of the jobber who handles the goods as a side line, as compared with the one who handles same exclusively. Notice the acceptance of the new application is being considered are these conditions worth of careful analysis? We should encourage the establishment among the jobbers and dealers, especially if he is still enthusiastic and willing to keep step to the march of progress. The cloak of protection against competition you should be the man who is, in every way, entitled to protection in accordance with what he produces for the business as a permanent organization."

If the new applicant is willing to enable them to produce the desired results. They are always making an effort to enable them to produce the desired results. The day of a single demonstrating machine has gone forever. The day of a single demonstrating machine has gone forever. The manufacturers are not to be commended on this."

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Reasonable Regulation of Competition

"Effect of Weeding Out Process"

The weeding out process has removed, in most cases, representation which probably never was very desirable. If those remaining can feel that they are fairly protected against further competition it will greatly encourage them to in every way improve their facilities and extend their business.

The public is taking to itself the best of music and good pictures. The public is reading more and better books than ever before in the world's history, and this means a greater consumption of books and book-keeping necessities. The man and woman are better dressed than ever before. We ride in better carriages, in automobiles, and our railroad coaches are better appointed as regards the comfort of the traveling public.

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Columbia Dealer, Columbia Distributor

All Linked Together to

Columbia Phonograph Co.

The Exclusive Distributing points are Columbia protection.

The One Complete Instruments, buying from shipping.

Quality:—The Columbia, throughout the makes it a product, quality is there.

Complete Stock prepared to fill, small and large, promptly.

Protection:—The protected again exclusive Columbia against any one.

Profit:—The compare price of competing in side of the.

Prestige:—The original line, the longest in world over.

Convenient Delivery is located, at Columbia dealers shipping centers.

COLUMBIA PHONOGRAPHT CO.

Dealers Wanted: Exclusive Columbia selling rights.
ter, and Columbia Manufacturer

their Mutual Advantage

Policy:—All Columbia distribut-
exclusively Columbia, and the
sure of co-operation and

Line:—Disc and cylinder,
cords—you can do all your
house, and save money in the

Columbia dealer can argue quality
hole line—and prove it if he
to make comparisons. The

The Columbia distributor is
Columbia dealer's orders, from a complete stock—and

Columbia dealer is always
price cutting—and if he has
selling rights, he is protected

Columbia dealer can sit down and
and discounts with those of
himself on the right

columbia dealer handles the
king machines and records—
shed and the best known the

Columbia Distributing Points
East, West, North, South

ATLANTA, GA., Columbia Phonograph Co., 82-84 N. Broad St.
BALTIMORE, MD., Columbia Phonograph Co., 204 W. Lexington St.
BOSTON, MASS., Columbia Phonograph Co., 34 Tremont St.
BUFFALO, N. Y., Columbia Phonograph Co., 602 Main St.
CHICAGO, ILL., Columbia Phonograph Co., 210 Wabash Ave.
CINCINNATI, O., Columbia Phonograph Co., 317-319 W. Fourth St.
CLEVELAND, O., G. J. Probeck & Co., 459 Prospect Ave.
DALLAS, TEX., Columbia Phonograph Co., 312 Main St.
DENVER, COLO., Columbia Phonograph Co., 205-207 Sixteenth St.
DES MOINES, IOWA, Columbia Phonograph Co., 214 W. Walnut St.
DETROIT, MICH., Columbia Phonograph Co., 232 Woodward Ave.
INDIANAPOLIS, IND., Columbia Phonograph Co., 27 N. Pennsylvania St.
KANSAS CITY, MO., Columbia Phonograph Co., 500 Walnut St.
LITTLE ROCK, ARK., Hollenberg Talking Machine Co.
LIVINGSTON, MONT., Scheuber Drug Co.
LOS ANGELES, CAL., Columbia Phonograph Co., 318 S. Broadway.
LOUISVILLE, KY., Columbia Phonograph Co., 207 Fourth Ave.
MILWAUKEE, WIS., A. G. Kunde, 412 Grand Ave.
MINNEAPOLIS, MINN., Columbia Phonograph Co., 431 Nicollet Ave.
NEW HAVEN, CONN., Columbia Phonograph Co., 25 Church St.
NEW ORLEANS, LA., Columbia Phonograph Co., 126 Carondelet St.
NEW YORK CITY, Columbia Phonograph Co., 89 Chambers St.
OMAHA, NEBR., Columbia Phonograph Co., 1311 Farnam St.
PHILADELPHIA, PA., Columbia Phonograph Co., 1100 Chestnut St.
PITTSBURGH, PA., Columbia Phonograph Co., 201 Sixth St.
PORTLAND, ME., Columbia Phonograph Co., 544 Congress St.
PORTLAND, ORE., Columbia Phonograph Co., 371 Washington St.
SACRAMENTO, CAL., Kirk, Geary & Co.
SALT LAKE CITY, UTAH, Daynes-Beebe Music Co., 45 Main St.
SAN FRANCISCO, CAL., Columbia Phonograph Co., 334 Sutter St.
SEATTLE, WASH., Columbia Phonograph Co., 1211 First Ave.
SPokane, WASH., Columbia Phonograph Co., 412 Sprague Ave.
ST. LOUIS, MO., Columbia Phonograph Co., 1000 Olive St.
TOLEDO, O., Columbia Phonograph Co., 235 Superior St.
WASHINGTON, D. C., Columbia Phonograph Co., 1212 F St., N. W.
The fourth annual banquet of the National Association of Talking Machine Jobbers was held at the Shelburne on Thursday evening, July 7, with about 125 members, friends and guests seated around the festive board.

The guests seated around the table were seated Perry B. Whitsit, president of the dinner and took away from it the Cast to the health and long life of the greatest and gentlemen rise and as a preliminary to the flow of soul and feast of reason, asked me to go to the front for him, and here in my place, I am an interloper.

As a matter of fact, I do not intend to do any thing at all, but I assure you that the honor you have done me in naming me as one of the guests of honor and making me feel that I have not been forgotten by my old friends during my long absence is appreciated more and made me happier than words can express. Yours very truly, L. F. Douglas.

A letter to Mr. Roush: "Dear Sir—I regret to have to inform you that on account of important business developments which cannot otherwise arranged, it will be necessary for me to be in Europe on the date upon which your association holds its annual meeting at Atlantic City. I can assure you that I would not allow any ordinary matter to interfere with my acceptance of your courtesy. If you understood the circumstances, I am sure that you would feel perfectly satisfied that my course in this matter is best for the general interest of the talking machine business all around, and as that is the purpose of your association, I have no doubt that everyone will be satisfied in the long run. Yours very truly, Eldridge R. Johnson.

Letter dated June 23 to Mr. Roush from Cambridge: "Dear Mr. Roush: I will not be able to attend this office just after Mr. Johnson had left to start on his European trip. He has prepared a letter to the Jobbers' Association which, on account of my absence, should be read by one of the officers of the Victor Co. I shall, therefore, hand it to one of our officers who will communicate with you at Atlantic City, so that you may know whether to call at the proper time for the reading of Mr. Johnson's letter. Yours respectfully, R. L. Freeman, Private Secretary.

What brings up the matter up to the matter in hand, Mr. Johnson is most fittingly and ably represented on this occasion by a gentleman highly esteemed and highly honored by all of the trade who know him, the distinguished general manager of the Victor Talking Machine Co., Edward Lymann Bill, publisher of The Talking Machine World, and James F. Bowers, who acted as toastmaster, a position that he is the toastmaster.

J. C. Roush, secretary National Association of Talking Machine Jobbers. My Dear Mr. Roush—Your favor of April 28 has just reached me. I thank you for your kind invitation to attend the convention of Talking Machine Jobbers. I am not going to do any ordinary matter to interfere with my acceptance of your courtesy. If you understood the circumstances, I am sure that you would feel perfectly satisfied that my course in this matter is best for the general interest of the talking machine business all around, and as that is the purpose of your association, I have no doubt that everyone will be satisfied in the long run. Yours very truly, Eldridge R. Johnson.

I am quite sure that you will understand that I would not allow any ordinary matter to interfere with the flow of soul, and as that is the purpose of your association, I have no doubt that everyone will be satisfied in the long run. Yours very truly, Eldridge R. Johnson.

Letters of Regret Read. Gentlemen—Your secretary, J. C. Roush, has suggested that I prepare a paper to be read before your convention. To prepare a paper worthy of such an occasion is a task requiring more time than I have at my disposal; therefore, I will make but a short review of the situation in a general way.

In preparing my paper for your convention last year, I had ample time and a virgin subject, and I feel that I am justified in again referring to the generalities covered on that occasion.

If you will remember, the paper showed the talking machine business not to be a passing fad. I think I succeeded in substantiating my claim that although it was a new art, it is a permanent industry.

The paper also pointed out strongly the possibility of an original and progressive policy on the part of manufacturers, and the advantages of close co-operation and confidence between the manufacturers, jobbers and dealers. I am proud to say today that I feel fully vindicated in the forecasts that I made at the time and I feel that the policies outlined are being followed with ever increasing confidence by the trade in general to our mutual benefit.

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satisfy us; we are anxious to outdo ourselves in this respect. We are anxious to hasten the harvest of prosperity which we know the future is to bring, and to make our business the leading business for the talking machine business in general.

Our method of doing business is almost as new as our business. The doctrine of reasonable prices and of maintained prices is one that will stay in our country and triumphantly come into the world of confusion created by the efforts of the Federal Government to regulate the quarrels between the competing business interests. No man in the world has greater aggregations of independent business interests. Big results are forming themselves into tangible shapes midst the fermentations of the spirit of competition. Nevertheless, in the history of the world have the commercial interests made such a successful attack upon political interests, and I believe that when an irresistible body attacks an immovable object, a compromise is the logical conclusion, but the best of all, we, if we live to a reasonable length of life, will see highly satisfactory results in many instances.

While the Victor Talking Machine Co. strives to improve its business methods, as well as its goods, we will make no radical change in the methods of doing business with our goods. We have tried out the courage of our convictions and the honesty of purpose to keep us fair to the system and square to the merchants that are distributing the goods for us to the public. This system, to which a price maintenance is necessary, is not based entirely on patents; but if it was, we have the patents to keep things going for quite a while.

The Berliner patent expires in February, 1912. Some profess to think sooner. We do not think so, and will fight to the limit in the matter of patents, and our opinions in this respect at any rate, we do not depend on this particular patent for our patent protection, or for price maintenance.

You all know the condition of the disc talking machine business when we entered the field. You all know its condition now, and I can say with entire confidence, we have to the very best of our ability, incomparably improved.

We are anxious to hasten the production of a machine by means of which records of music could be sold at a small price to the public. I do not think any of you, having the choice of those two schemes, would for a moment hesitate to say that the one that held out the largest possibilities of hope for the future would be the talking machine; and yet the business of the Eastman Kodak Co., with whom we have very close relations in connection with another branch of our business, netted them in actual profits last year more than was made by all of the talking machine companies of the country and probably more than was made by all of the talking machine companies of the world. That business has been developed and brought to enormous success.

The talking machine business developed very rapidly and they were sold at first largely as a novelty, and there can be no doubt, I think, but that there are many dealers in the business who are undesirable. I have been told that there are many men who pretend to be phonograph dealers who carry one machine and fifty records, or less, and they have been dealers for many years. In many cases such dealers are thorns in the sides of other men who may be enthusiastic, may be most anxious to make a success of the business, and I believe that the jobbers should cooperate with us in our efforts which we have been carrying on for a year or more to eliminate these dealers and to have a corps of active, industrious men who will handle the business in the way it should be. Much more can be said on this subject.

At the present time, merely to make a comparison with another company and speaking, of course, for the National Phonograph Co., alone, we have in the neighborhood of 13,000 dealers. The Singer Sewing Machine Co., which in some respects bears an analogy to a talking machine company, is capitalized at $90,000,000 and its phonographs sell for some little thing over $300, so its assets as represented by its stock value are upward of $350,000,000. Roughly speaking, that might be considered as a fair basis of comparison when the value of the National Phonograph Co., aside from the property of the Edison Phonograph Works, which makes the phonographs, and therefore one can see that the Singer Sewing Machine Co. could be compared with ourselves in the number of its dealers, it would have to have 1,300,000 dealers in the United States.

Only Active Men Wanted in Trade.

So it seems to me that it is most important that the undesirable dealer, the man who has
We would be willing to do on this question, if our annual gatherings for the past several seasons on it. There may be no question as to where we would think, and I think this is as far as you could expect us to go.

Protection Against Dishonest Dealers.

In case of complaint by a jobber against a dealer in paying his account for Edison goods, when the complaint is considered in by the other jobbers, the same dealer is to be removed from the dealers’ list if satisfied as to the correctness of the facts. The details, of course, to be worked out, and this is adopted to try other reasonable efforts have failed.

I believe that if we can secure, and I think we may do, the cooperation of the manufacturers in removing to as complete an extent as possible the dealers who have lost interest in the business and who do no good, either to the jobbers or to the customers, the business will be put on a very much better foundation than it is and will develop certainly to the extent of the amateur camera and possibly to the extent of the Edison systems.

Talking Machine an Educator.

The talking machine has ceased to be regarded as a toy. It is looked upon everywhere not merely as a superb entertainer, ranking with the best, but an educator and a factor in the business world as well. There is too much hurry and worry in life and a little relaxation from business is good for all.

Communications from Emil Berliner.

All that winter, hod by hod, building the dam, and the dam finished, the Prince of debate, the Prince Charming of trade union mean much to the future of the trade, for an ever more and more compact. The combat of debate, the Prince Charming of trade union mean much to the future of the trade, for an ever more and more compact.

I am surprised, and I think that this is as far as you could expect us to go.

...
by the National Association of Talking Machine Jobbers, and I beg to express my thanks, I am, yours very truly, Emil Berliner."

His resolution reads: "Rejoicing to your esteemed favor of the 23d, I regret to tell you that I am not at all in good condition and have to keep myself quiet. This precludes my going to the banquet, which I know will be an enjoyable affair, particularly the banquet. With renewed assurances of my appreciation, I am, yours very truly, Emil Berliner." He had no occasion to say before, are approaching that which is known in Atlantic City, the nearest distance to that which is known in common sense. We have no desire to tire you. Also we, as I have had occasion to say before, not to know Miles O'Reilly is to argue yourself un

A Closing Toast to the Association.

I wish to offer as the sense of this gathering, officers, ladies and gentlemen, members and guests, a little tribute from Miles O'Reilly. "Sinn Fein, Sinn Fein" to the health of all the officers, whether they could notice it.

We have drunk from the same canteen. "There are bonds of all sorts in this world of things begin. Also we, as I have had occasion to say before, to know Miles O'Reilly is to argue yourself un

THE TALKING MACHINE WORLD.

On Thursday morning occurred the feature of the week in the entertaining line, namely, the baseball game between the East and the West, in which the latter proved victorious by the narrow margin of one run won in playing off a five-inning tie. The members of the two teams had been doing some hot practice work the previous mornings, and gotten their men working together in good shape, and were generally in fine fettle. Incidentally the players showed a surprising amount of talent and from all appearances the game might have been played by semi-professionals, so fine was some of the work. The East won the toss-up and were first at bat, scoring two runs in the first inning, which the West immediately tied, after which it was nip and tuck until the scheduled five innings had been played, with both teams still tied with seven runs. In the deciding inning the West scored twice to the East's once, and "took home the bacon." There were many interesting and exciting features of the game, and so close was the playing that the man who reached home well deserved the plaudits of the crowd. The batters wore, for the West, Wilswill, pitcher, and Pierce, catcher; for the East, Motte, pitcher, and L. Bush, catcher. The umpires were F. K. Dolbeer, of the National Co.

THE BASEBALL GAME ON THURSDAY

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DOLBEER LAYING DOWN THE LAW.

and H. C. Brown of the Victor Co. The line-up was as follows:


Louis Boehn was the best all-round player in the Eastern team, and besides holding every-thing the pitcher slipped to him and engineer-ing some excellent plays, generally connected with the pellet when at the bat. Those who knew Mr. Buehn can well appreciate the effort he made when he slammed a hot one out be-tween first and second and landed home before the ball was discovered. Ice water and shade were very much in order. Lawrence McGreal, as usual, furnished much amusement for those present. He is a "south pawed" batsman and thereby fooled the pitcher into giving him a free ticket to first on balls. Then "Cupid at the Bat" paddled along to the base with a glide that caused howls of laughter, only to be taken suddenly ill on each occasion and making it necessary for him to be carried to the bench and another man—invariably a good runner—sub-stituted.

Burtou J. "Pieche was the only man in full baseball regalia and it might be said that his playing showed that it was not simply an orna-ment. His coaching was a feature of the game and was of a decidedlly acrobatic nature.

Mr. Dolbeer gave a decision in the fourth inning that did not please either side, with the result that he was immediately "mobbed" as a lesson to be more careful in the future. The "mob" scene came out to perfection in the mov-ing pictures and were the more natural, as in the onset Mr. Dolbeer was taken completely by surprise. Mr. Brown's diminutive stature saved him from a similar fate, and besides he always had a hot handy.

Ferris, of the Eastern team, was the lucky man of the day. He missed everything he hit at, but always got his base on balls and then canter horn home in safety.

To review the work of each player would take pages, but in short it was a great game and well worth while. Everyone was greatly inter-ested in the playing and the teams were on their mettle. It is likely that where opportunity per-mits the baseball game will become a permanent feature of the conventions.

At the close of the game three large sight-seeing cars were provided for carrying the merry crow back to the Chalfonte, after which a dip in the surf was very much in order.

VICTOR CO.'S ROYAL ENTERTAINMENT

Friday, July 8, was Victor Day in the truest sense and the Victor Co. arranged for special parlor cars to convey the talking machine con-ventionists from Atlantic City to Camden.

Immediately upon the arrival of the train, Vic-tor teams conveyed the baggage of the members and their guests to the Bellevue-Stratford which was to be the Philadelphia headquarters. The guests registered at the Victor factory offices, and after registration each was presented with a hand-somely embossed card case containing tickets of admission to the dinner and to the special yacht awaiting the assemblage at the wharf, also a complete program of the day and evening.

After an interesting tour of the great Victor factories, which was instructive in the highest sense, the harbor steamer "Asbridge" conveyed the association members and guests down the river to a special resort known as "The Orchard," at Essington, where this delightful luncheon was served.

After luncheon the company gathered on the lawn and were photographed and then took to their home run.

The trip on the river was delightful, and nothing was lacking to add to the pleasure of the voyage.

The Victor hosts were on every hand, always acting with readiness to cater to every desire of their guests.

Upon the arrival of the steamer at the Phila-delphia wharf, a special line of sight-seeing autos was awaiting and the talking machine people were treated to a trip through the streets of Philadelphia, where they inspected some of the historical buildings.

Reaching the Bellevue-Stratford, they then en-

joyed the climax of a great day's entertainment.

The dinner was served on the roof garden of the Bellevue-Stratford and was most enjoyable.

The menu was delightful, as will be seen by a reference to it.

Flashlight of Reception Given on Roof Garden of the Bellevue-Stratford, From Stage.
entertainment, and was the first vaudeville entertainment ever given on the Bellevue-Stratford roof garden, but the Victor Co. arranged for this special concession and a stage was erected at one end, with all the equipment, footlights, etc. At the conclusion of the program the appearance of Louis F. Geisler on the platform caused a hearty outbreak of applause from the assemblage. He stated, in a few well-chosen remarks, his pleasure and that of the Victor Co. in having the talking machine representatives with them. At the conclusion of his remarks Mr. Geisler stated that he had learned that Horace Petit, the general counsel of the company, was present, and he asked him to make a few remarks.

James F. Bowers arose and requested that Edward Lyman Hill, on behalf of the talking machine jobbers, express the appreciation of the company, was present, and he asked him to make a few remarks.

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JOBBERS GUESTS OF NATIONAL PHONOGRAPH CO.

On Saturday morning the jobbers came over to Orange, N. J., from Philadelphia, as guests of the National Phonograph Co., and upon arrival were taken immediately to the company's plant in a score of automobiles. At the factory they were ushered into the laboratory, where they were entertained with the reproduction of the full series of moving pictures taken during the convention at Atlantic City by James H. White, of the Edison Mfg. Co. The visitors were much interested in observing themselves and friends in the Boardwalk parade, and when the various interesting events of the ball game were flashed upon the screen they applauded to the echo.

At the close of the entertainment Thomas A. Edison held a reception at the door as the guests were leaving to take the automobiles for the return journey. He quietly stated that had he hurried he could have jumped into an automobile, raced to his home, and was back to the factory in fourteen minutes.

JOBBERS AND FRIENDS PHOTOGRAPHED IN FRONT OF ESSEX COUNTY COUNTRY CLUB.


This ended a most strenuous week and it was a very tired lot of talking machine men who left Orange late in the afternoon, homeward bound.

CONVENTION NOTES

Secretary J. C. Roush was heartily complimented on all sides for the excellent program he had arranged and the successful manner in which it had been carried out. There was not a hitch anywhere.

Toward the middle of the week many of those who had been down to Atlantic City over the holiday had developed cases of painful "board-walls" feet and any suggestion for a stroll met a cool response.

The arrival of the jobbers at the Edison plant caught Mr. Edison slightly unawares, so he jumped into an automobile, raced to his home, three-quarters of a mile away, shaved, dressed and was back to the factory in fourteen minutes. He quietly stated that he had hurried he could have made it in eleven minutes.

Murrill will out; there was nothing fancier in the moving pictures than the all too evident efforts of some to appear unconcerned and unconscious of the camera's presence. They'd never make a living as actors.

Among the ladies who enjoyed the convention festivities were Mrs. Frank C. Storck and Miss Storck of Red Bank, N. J., who lent their charming presence to the enlivenment of numerous occasions, while Mr. Storck was diagnosing some of his association enthusiasm.

Peter Weber, of the National Co. forces, has a great reputation as a daredevil automobile driver. When very cautious he takes sharp curves on two wheels, but as a rule prefers pivoting on one. He sometimes has hard work persuading his friends to take a spin.
A snapshot of Perry B. White, who was re-elected for the presidency of the Jobbers' Association for another year, and Jas. F. Bowers. Both men are good workers. Jas. F. Bowers was the first president of the association. Many term him "the father of the association," and no man has worked harder or more indefatigably than the first president in win out for the assoc-

The announcement that Curtiss was making a flight invariably resulted in a grand rush for the Boardwalk, leaving the meeting room, lobby and other sections of the hotel temporarily des-

Walter L. Eckhardt made the run to Atlantic City to meet his old talking machine friends in his new Lozier car.

Mr. Eckhardt has added as a side line a spe-

ciation in every way. He made many personal sacrifices of time and money to put the organ-

There were two jobbers in attendance from far-off Texas, one from Winnipeg, Man., and another from Montreal, Can., while the intermediate sections were well re-

E. M. Brown, of the Houston Phonograph Co., Houston, Tex., is full of figures regarding the

"Peerless" Walter L. Eckhardt entertaining,
cially which will interest talking machine men, and it will interest his old friends to know

Associated with him is another talking ma-

J. H. W. WARD, LOWELL, MASS., aged 5.

Louis E. Buehn, Philadelphia, aged 2. J. H.

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Lone Star State and has a most convincing way

THE TALKING MACHINE WORLD.

43

The enthusiasm was all there, however.

Frank E. Madison was seen on the Boardwalk on several occasions—we repeat, Mr. Madison

With the character of this publication and his personal safety in mind, ye scribe reterns from selling some of the best things that hap-

Max Landay, of Landay Bros., New York, was the

The judgment was based on the fact that there were two jobbers and private owners of

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THE DORAN PHONOGRAPH CO.

H. S. Doran and J. J. Bennett have purchased

Sonora Phonograph Co.

78 Read Street, New York, N. Y.

Superior Tone Quality

Dignified Appearance

Invisible Horn

Tone Modifier

Automatic Stop

Covered Cases

No Scratch

Sapphire Soundboxes

Sapphire Records

The National Phonograph Co. have made appli-

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Court to have him set aside the judgment of

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Some of the unsolicited testimonials, which we receive continually from dealers and private owners of our instruments, contain assertions and comparisons which we are too nooed to make ourselves—convince Yourself,
We secured the finest records ever made for our laboratory staff, preceded me to Havana in order to make arrangements for recording melodies. The syncopated time, from the fact that it is written entirely in syncopated time, is almost laughable. As I said, the syncopated music of the Cuban artists occupies a field by itself. As an instance they will take “Cavalleria Rusticana,” and while the theme is followed, one would hardly recognize the original melody in the syncopated arrangement. The same is true of “Madame Butterfly.” The effect is almost laughable. The most solemn and serious music is also given this twist and turn, a peculiar waltz movement or glide with a lilt rather fascinating, to say the least.

The Reichstag has passed the new copyright bill, although they are not by any means thoroughly satisfied. The battle royal was waged around the matter of royalty on talking machine records, music rolls and similar musical reproductions. As a result of compromises between the interests involved in the operation of the act, a system of so-called compulsory license has been enacted into law, while the provision for payment of royalty has been extended, as mentioned, to every form of reproduction of music. The compulsory feature provides that a composer must extend the right of reproducing his works to every manufacturer who may wish it, on payment of a “reasonable” compensation. The object of this is to prevent monopoly of any composer’s work through contracts between him and a single manufacturer. Moreover, copying of talking machine records is prohibited. Although the manufacturer is not specifically protected against the singer or composer, he receives automatic protection if he employ and pay the former specifically for his services. Purchase of copyright carries with it the right of public reproduction. Lastly, it may be said that the period of copyright protection to a composer has been retained at 30 years, as at present.

COLUMBIA SELLING RIGHTS YOU HAVE A BUSINESS THAT NOBODY CAN BREAK IN ON.

Think that over.

GERMANY’S NEW COPYRIGHT BILL.


(Special to The Talking Machine World.)

Berlin, Ger., June 29, 1910.

The Reichstag has passed the new copyright act, and the talking machine interests feel a little better, although they are not by any means thoroughly satisfied. The battle royal was waged around the matter of royalty on talking machine records, music rolls and similar musical reproductions. As a result of compromises between the interests involved in the operation of the act, a system of so-called compulsory license has been enacted into law, while the provision for payment of royalty has been extended, as mentioned, to every form of reproduction of music. The compulsory feature provides that a composer must extend the right of reproducing his works to every manufacturer who may wish it, on payment of a “reasonable” compensation. The object of this is to prevent monopoly of any composer’s work through contracts between him and a single manufacturer. Moreover, copying of talking machine records is prohibited. Although the manufacturer is not specifically protected against the singer or composer, he receives automatic protection if he employ and pay the former specifically for his services. Purchase of copyright carries with it the right of public reproduction. Lastly, it may be said that the period of copyright protection to a composer has been retained at 30 years, as at present.

BURNS CHATS OF TRIP TO CUBA.

Business Satisfactory but There Is Much Political Unrest—Commercial Men Would Like American Control—Many Records of Typical Cuban Music Secured—Special Catalog.

At the executive offices of the Columbia Phonograph Co., general, New York, last week, Edward N. Burns, manager of the export department, spoke of his trip to Cuba as follows:

“I found business conditions very satisfactory, notwithstanding the political unrest which dominates everything. The island’s sugar crop was sold for a big price, and their tobacco also, and money seems to be plentiful enough, but commercial affairs lack stability nevertheless. I still look for intervention on the part of the United States again as has been my opinion right along, and I am quite sure the business people of the island would welcome it, judging from what I heard.

“When we go to Cuba it is not to record Spanish music. It is the typical Cuban music we are after and get. Their music is peculiar, from the fact that it is written entirely in syncopated time, like our cakewalk or rag-time melodies. William Freiberg and Gus Furbush, of our laboratory staff, preceded me to Havana in order to make arrangements for recording, and we secured the finest records ever made for the Columbia Co.—a very complete list of puntas, boleros, rumbas and danzones. It is our intention to issue a bulletin of these records every two or three months. This class of records will not sell in all the Spanish-American countries, but their sale is confined to Porto Rico, Cuba, Yucatan, on the eastern coast of Mexico and Central America, and in the northern coast cities of Colombia and Venezuela. We have also made a number of records by Mme. Everdri. Freiberg and Furbush will go to Mexico after finishing their work in Cuba, and where they will remain to record the best talent available, mostly folk or native songs and instrumentals.

As I said, the syncopated music of the Cuban artists occupies a field by itself. As an instance they will take “Cavalleria Rusticana,” and while the theme is followed, one would hardly recognize the original melody in the syncopated arrangement. The same is true of “Madame Butterfly.” The effect is almost laughable. The most solemn and serious music is also given this twist and turn, a peculiar waltz movement or glide with a lilt rather fascinating, to say the least.

SHOW MUSIC MASTER HORNS.

Complete Line of These Popular Horns Exhibited at the Chalfonte by H. N. McMenimen—Jobbers Interested in Styles.

Atlantic City, N. J., July 7, 1910.

A complete line of Music Master horns, manufactured by Sheil & Vandergrift, Philadelphia, were on exhibition at the Chalfonte during the convention, under the direction of H. N. McMenimen, general manager of the company. As usual the music horn exhibit was a center of interest for the jobbers, who looked over the new styles and in most instances left liberal orders. The Music Master horns have proved their quality with the trade and the public, and are being manufactured in increasing quantities all the time. According to Mr. McMenimen, who, by the way, is an old-time talking machine man and a favorite with the jobbers, the company have provided for a greatly increased advertising appropriation for the coming year, and intend to push their product even more actively than in the past.

Meanwhile new styles to harmonize with various models of machines will be brought out at intervals and thus keep the line up to date at all times. Needless to say, the Music Master horn is a real success.

C. Meinel, of Str. Marks place, New York, besides being a wholesaler and importer of musical merchandise, one of the oldest in the city, is also a Victor dealer.
Gressing Appointed Manager

Of the Aeolian Co.'s Talking Machine Department—A Splendid Appointment.

The Aeolian Co., announced this week that O. A. Gressing, formerly manager of the St. Louis Talking Machine Co., St. Louis, Mo., had been appointed manager of the talking machine department which they are to open on a large scale in Aeolian Hall, New York. Mr. Gressing is a gentleman splendidly equipped for the position to which he has been appointed. He has had long experience in the talking machine field and will undoubtedly help to place the new department of the Aeolian Co. on a very successful basis.

Records by Emilio Murillo.

The Celebrated Colombian Composer Delighted with the Records Made of His Works by the Columbia Phonograph Co.

Señor Emilio Murillo, the celebrated Colombian composer and pianist, brief sketches of whose career have appeared in The World lately, has been spending a good part of his time during the past three weeks in the Columbia Phonograph Co.'s laboratory, New York, making a remarkable series of records. Practically every important work composed by Señor Murillo is being put on Columbia records, all solos—piano, flute and vocal—being executed by Murillo himself, and the band numbers played by the Bandas Espanolas, under Murillo's supervision. All Murillo's compositions are of notable beauty, with a virility and gracefulness all their own. The honor of having composed the national hymn of the Colombian Republic also belongs to Murillo. This hymn naturally occupies a prominent place among the compositions recorded by the Columbia Phonograph Co.

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

The Copyright Question.

Treated in a Masterly Way by Frank L. Dyer—E. Trevor Williams' Views.

Of the masterly treatment of the copyright question along broad lines, no one is better equipped to write than Frank L. Dyer, president of the National Phonograph Co., Orange, N. J. He has had long experience in the talking machine field and will undoubtedly help to place the new department of the Aeolian Co. on a very successful basis.

Use the Columbia Graphophone.

At the noonday gospel meetings, which are held in Madison Square, right in front of The World offices, the Columbia graphophone has been frequently used recently with Gipsy Smith's records which edify and educe the assemblage. They have been so mean factor in attracting and holding the interest of the crowd, and thus fulfilling the important purpose in getting a large audience for the speakers who follow.

Advertising is a salesman that never watches the clock—that does not stop work when the whistle blows. The life of a single piece of advertising literature of a single announcement cannot be definitely measured—neither can its value as an investment. Talking machine men should bear this in mind.

Jobbers, Attention!

Now is the time to place your orders with us for needles!

Don't wait until the last minute and let your competitor get ahead of you!

Now is the time to make a special design for you on envelopes and tins, for which we make no extra charge.

Now is the time to obtain our lowest prices.

We have built up a large business in selling High Grade Imported Needles at the same price that you are now paying for cheap needles, and packing them in the "highest grade" manner, in envelopes and tin boxes.

This year we are prepared to quote you the lowest prices on High Grade Imported Needles, and we urge you, "right now," to send us specifications on your requirements, and we will be pleased to quote you a price that will startle you, and submit to you designs for envelopes and tin boxes that will sell the goods on its appearance. DO IT NOW!

The Talking Machine Supply Company

400 FIFTH AVENUE, NEW YORK

(Special to The Talking Machine World)

Chicago, Ill., July 9, 1910.

Business with the local jobbers made a very fair showing during July, although the advent of settled hot weather the latter part of the month naturally caused something of a falling off as compared with the first half. The month, however, made a good increase as compared with the corresponding month of last year; and the number of arguments has not been a month this year which has not shown a substantial gain as compared with 1909. We are now in what is always the dullest month of the year, and the trade is quiet, apparently not so much by means stagnant. The large retail concerns are doing some aggressive advertising, Lyon & Healy using larger space in the dailies for their effort for trade, and consequently maintaining a steady run of business as a rule when, if business were not forced, it would be practically dead. An encouraging feature, however, is that this year all the large stores and dealers report that they have had more customers send their machines into the store to be picked for shipment to summer cottages than ever before, and that the number of machines and records sold to the vacationists is increasing from year to year.

This, perhaps, gives a hint to dealers in towns in the vicinity of summer resorts. It is possible, no doubt, to work up quite a business in the vicinity of summer resorts.

Large percentage of business may be done in cottage resorts, especially toward the end of the latter part of the season, when the man of the family is most likely to be “in camp,” might prove very resultful. Anyhow, it’s worth the effort, if any of the trade still has any from the resorts have not already tried it out.

In the Chicago letter, this week’s report will be found quite a few suggestions furnished as a result of the conference of the members of the trade, and which, perhaps, can be utilized by some of the World readers in stimulating trade during the dull season of planning the fall campaign.

“Talking Machines in Schools.”

“There are many indications that the talking machine is rapidly entering the larger field of usefulness for which it was destined from the first,” remarked Roy J. Keith, sales manager of the Talking Machine Co. “Its value as a public educational force, as well as a private, has long been recognized in a general way. Quite a few musical conservatories have used the Victor in conjunction with Red Seal records and the like, while individual pupils, especially toward the end of the school year, have become familiar with the machine. Individual pupils are sometimes given a place on the concert programs, and repeat the songs they have learned from the machine. The faculty with which they imitate the phrasing and expression of the maker of the record is remarkable.

It is four years possible to make use of the Victor in the school in ways which were not dreamed of at first. One principal, for instance, added zest and interest to the work of the English literature class who was working up the Spenser’s Faerie Queene by having some of the records of the songs of the Scottish poet played. The same man found the German class reading something about Wagner, and was not only able to interest the students in the music of the master, but he could move the students into the store who would not come otherwise. The students would come in and inquire about the music of the master, and get just the class of people we most want to reach interested in the talking machine proposition.”

Mr. Cameron has fitted up one of the record rooms as a recording laboratory, with a piano and other suitable equipment, and he has brought in no less than ten pupils in a body, all of whom heard their own voices as others heard them, and carried away the result. Local singers of note, like Miss Belaieva, Miss Wm. Beard and Henry Vogel, who was here last season with the “Melting Pot,” but formerly a grand opera singer, also took advantage of the scheme.

Grafonola on a Trip.

A special train, carrying 300 people, delegates to the National Retail Hardware Association, his convention at Denver, and their families, left last night over the Chicago & Northwestern. On the way they have been entertained with a Columbia Graphophone De Luxe, which will occupy a place in the lobby at the hotel which constitutes the headquarters of the association during the convention. It’s a good little stunt put over by A. W. Schmelzer Arms Co., Kansas City, and Lawrence Brothers, Des Moines and Dubuque; A. A. Trottier, manager of the talking machine department of the J. P. Schmelzer Arms Co., Kansas City, and Lawrence Brothers, Des Moines and Dubuque.

Word About Salesmanship.

“Knowledge of goods, real interest in your work, and a decent personal appearance taken for granted; successful selling takes a good deal more than this, however. A frequent characteristic of the successful salesman is his ability to narrow down a call to the point, and thus make the sales of the machine possible. This, perhaps, gives a hint to dealers in towns where they do not influence the sale of a machine. It is found possible to make use of the Victor in conjunction with Red Seal records and the like, while individual pupils, especially toward the end of the school year, have become familiar with the machine. Individual pupils are sometimes given a place on the concert programs, and repeat the songs they have learned from the machine. The faculty with which they imitate the phrasing and expression of the maker of the record is remarkable.

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Mr. Cameron has fitted up one of the record rooms as a recording laboratory, with a piano and other suitable equipment, and he has brought in no less than ten pupils in a body, all of whom heard their own voices as others heard them, and carried away the result. Local singers of note, like Miss Belaieva, Miss Wm. Beard and Henry Vogel, who was here last season with the “Melting Pot,” but formerly a grand opera singer, also took advantage of the scheme.

Grafonola on a Trip.

A special train, carrying 300 people, delegates to the National Retail Hardware Association, his convention at Denver, and their families, left last night over the Chicago & Northwestern. On the way they have been entertained with a Columbia Graphophone De Luxe, which will occupy a place in the lobby at the hotel which constitutes the headquarters of the association during the convention. It’s a good little stunt put over by A. W. Schmelzer Arms Co., Kansas City, and Lawrence Brothers, Des Moines and Dubuque; A. A. Trottier, manager of the talking machine department of the J. P. Schmelzer Arms Co., Kansas City, and Lawrence Brothers, Des Moines and Dubuque.

Word About Salesmanship.

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Summer Time is Victor Time

“At home or in our summer retreat, the Victor is our indispensable summer entertainer.”

MR. DEALER: This conviction is abroad in the land. During the summer season all thoughts turn toward the out of doors, the open air, the sunshine.

The VICTOR complies perfectly with these conditions.

Make your customers see what the VICTOR really means in their open air pastimes.

Their lawn fetes and porch parties will be doubly enjoyable with the aid of the VICTOR—the pleasure of their summer hoos and dances will be greatly increased.

Our Victor Machine and Record stock is most complete. The “Four Big Sellers” and the exceptionally fine summers list of Victor Records are a great incentive to a profitable summers business.

We feel safe in saying that we have the largest stock of Victor Victrolas outside of the Victor factory. Tell those Victrola prospects of yours what they are missing by not having their Victrola during the hot summer weather when it could be such a source of comfort and pleasure.

If you cannot get those live prospects into your store this kind of weather, send us their names and we will write them a personal letter for you, offering to place a Victrola in their home on approval—you close the sale and make the profit.

Remember, we wholesale exclusively.

The Talking Machine Company
72-74 Wabash Ave. :: Chicago, Illinois
**The Talking Machine World.**

Ransdell stopped off for an hour on Friday; Lucker and Blish had their plans disarranged and were later, and Mr. and Mrs. Pierce were the only ones who showed up Saturday by discerning schedule. They dined with H. B. Hopkins, of Lyon & Healy, took in "Madame Sherry" in the afternoon, and then drove to Crystal Lake, which is a train quite a little bunch of talker people all there. After Fred Sienoson, assistant manager of the Chicago house of Wurlitzer; John Otto, who resides in the city, and the only one who showed up Saturday as per schedule.

Ramsdell, who has for years done an immense business in little hole in the wall at 130 Jefferson street, almost unbelievable talking machine business in connection with his family's residence in Chicago. Recently made her advent in the Hopkins house, on schedule time to greet a small daughter who was not present when the train arrived. Roy Keith, sales manager of the Talking Machine Co., had a fortnight's sunburned jury duty, which appropriately terminated last Saturday.

**A Herbalophone Used in Lecture.**

Myron Blackman, manager of the record department of Lyon & Healy, accompanied by an Herbalophone, ran down this week to Streator, Ill., and assisted Prof. M. J. Corey in his lecture on "Verdi, the Most Popular of the Italians," by speaking of the various forest and deer hunting and fishing. Mr. Geissler will, of course, visit his friends in "Prisco" and other points before returning. They will be gone until the latter part of August. He left for the East, to visit the Victor jobbing headquarters of the Aeolian Co., and also inspected the departments at the Aeolian branches at Cincinnati, Indianapolis, Fort Wayne, and Dayton, which are now well under way, and be joined especially of the beautiful department at Indianapolis, which is finished throughout in all-ver, in an individual style of architecture, and the appointments of which are perfect. The Cincinnati Victor departments will also be established at the offices in Huntingdon, Pa., and Middletown, O., which are under the control of the Cincinnati branch. He spent some time in New York with Messrs. Perkins and Schaefer, of the New York department, which he declares to be the finest in the country and will occupy the entire eighth floor of Aeolian Hall, will be open about Sept. 1. Mr. Geissler brought back with him the understanding that O. A. Greising, who so capably managed the St. Louis Talking Machine Co. for the past two years and until his removal by the Aeolian Co., has been appointed general manager of the talking machine interests of the Aeolian Co., making his headquarters at Aeolian Hall, New York.

W. C. Fuhri, district manager of the Columbia Phonograph Co., left today for a short visit to headquarters in New York.

C. P. Buret, manager of the Chicago office, returned this week from a brief trip to St. Louis, Burlington, Davenport and Rock Island. At the latter point he made arrangements with Wm. Schaefer & Son to handle Columbia goods on a large scale, and secured a substantial initial order.

A. P. Schaefer, president of the Schaefer Drug Co., of Livington, Mont., exclusive Columbia jobbers for Montana, Wyoming and part of Dakota, is expected in Chicago Monday. He will probably visit the Columbia factories in company with E. C. Plume, western representative.

A. P. Gripp, the well-known piano and talking machine dealer of Davenport, la., was in the city this week on his way west. He is reported as having sold 25 Victrolas so far this year. W. W. and E. A. Parsons have been whooping things up in a vintage fashion since they resumed charge of the Columbia commercial machine interests in this city. Dietaphones are being placed with some of the largest concerns in the city, and in some cases the old type machines are being replaced with the latest models. Andrew McCarthy, treasurer of Sumerian Clay & Co., and manager of the talking machine department, spent several days in Chicago on his return from his bridal trip to the East.

Gus Buehler, of Portage, Ore., and in general charge of the sales, is still at the machine interests, also spent some time in Chicago on his return to the Coast.

Woolworths to Handle the Machine. Walworth, the biggest store on Milwaukee avenue, and, in fact, outside the loop, has just added a complete line of Columbia goods, including the entire record and phonograph line. This is a bit of fine business on the part of City Salesman Ed. Blimke. Roy Keith, sales manager of the Talking Machine Co., returned on Tuesday from a ten days' vacation spent at Crystal Lake, in northern Michigan.

Dan Creed, credit man for the Talking Machine Co., had a fortnight's sunburned jury duty, which appropriately terminated last Saturday.
In Union There is Strength

Therein lies the secret of our ability to give the best distributing service in this country. The very fact that Lyon & Healy can supply dealers with absolutely the two best talkers on the market, the Victor and Edison, thereby making it possible for the dealers to buy both of one concern is in itself a strong reason for sending Lyon & Healy your orders.

Every division of our Talking Machine department is in perfect accord with the other divisions. There's Unity again.

When an order is received it has the attention of each division in turn and every man who handles it does his part and pushes it on to the next man with all possible speed. Everything and everyone moves with accuracy and singleness of purpose, to get the order out right.

Such unity insures maximum efficiency. It means that orders are filled quicker, packed better and with less errors.

Service of this kind is valuable to the dealer. He can depend absolutely on receiving the goods he has ordered and as soon after ordering them as transportation facilities will warrant.

To those dealers who know only by hearsay that Lyon & Healy service is superior, we extend a cordial invitation to write for the most liberal terms extant, and also for further reasons why Lyon & Healy should receive their orders.

Lyon & Healy
Wabash Avenue and Adams Street
CHICAGO
The Columbia Grafonola will give your store a reputation. Columbia Records will help you hold it.

Columbia Phonograph Co., Tribune Building, New York.

SOUTHERN CALIFORNIA NOTES.

The Leading Houses Throughout the Southern Portion of the Pacific Coast Make Encouraging Reports About Business and General Prospects—A Number of New Dealers Take on Talking Machines and Those Who Are Now Handling Them Are Growing More Enthusiastic Regarding Future Developments. An Interesting Budget of News from That Section of the Country.

(Special To The Talking Machine World.)

Los Angeles, Cal., July 5, 1910.

Southern California is enjoying a very good trade in talking machine line and the future prospects are looking good for a lively summer business. Some important changes have taken place and others are scheduled to follow throughout the next few weeks.

Sherman, Clay & Co. report the best business in the history of the local branch for May and June. Chas. Ruggles, manager, is especially pleased with the trade conditions, having sold a great number of Victrolas. A carload of these instruments was recently received, as well as a large shipment of records. W. F. Morton, traveling representative of Sherman, Clay & Co., has covered the territory between here and the northern cities of the State.

The Birkel Co. are advertising to supply Victrolas of every kind, and are now exclusive Columhia dealers. A. Graham Cook has originated several clever advertising features for his wholesale house. The record stock is kept in a system of Jones harmony records, which adds much to the store's appearance.

The Angelus Talking Machine Co. report a growing trade and many sales of high-priced Edison outfits. The Victoria Phonograph Co., Tribune Building, New York.

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SOLID WOOD (NOT VENEERED)

Mr. Dealer!

A perfect SOUNDING BOARD for a Talking Machine or Phonograph is what you offer to your customers when you handle the

MUSIC MASTER WOOD HORN

It is the only SOLID WOOD HORN on the market, and is built on scientific principles of acoustics.

It is just as superior to the ordinary horn as a solid wood violin would be to a tin or veneered wood violin.

Should your Jobber be unable to supply you, write us and we will send you a sample line of Oak, Mahogany, or Spruce, Disc or Cylinder Horns, on approval.

If you are not entirely satisfied with the superior merits of the MUSIC MASTER, you can return them to us for credit.

-SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

Baltimore Trade Gleanings.


(Special to The Talking Machine World.)

Baltimore, Md., July 9, 1910.

Within the next two weeks or so there will be another handsome music store in this city where the Victor will be one of the principal attractions. This will be the new home of H. R. Eisenbrandt Sons, on Howard street near Saratoga, which has been in the course of construction for the past few months. For the past few weeks the firm have been conducting a special removal sale at their present stand, Charles and Lexington streets, where bargains in the various lines of musical instruments, with the exception of Victor machines and records, have been offered to musicians and those who are musically inclined in and near Baltimore. Of course, the firm has been disposing of all its Victor stock, in order to start in at the new store with a full line of new and up-to-date records and machines. According to William A. Eisenbrandt, one of the members of the firm, the Victoras, especially the Victrolas, have been in great demand the past month, while he has every reason to believe that the fall will be a booster for this particular line of business. Mr. Eisenbrandt expects to be in his new store by Aug. 1.

Hammann & Levin, 413 North Howard street, announce that the demands for Victors and Edisons has been very satisfactory for the month of June. While they do not expect to break any records in the way of sales during July, they are looking forward to a prosperous fall trade. They are getting ready for a removal sale in order to dispose of the stock on hand before going to their new store at 416 North Howard street. This will be about Oct. 1.

Many of the local talking machine men attended the convention in Atlantic City. Among those who went to the city by the sea were J. Cohen and Morris Silverstein, of Cohen & Hughes, and W. C. Roberts, manager of the local store of E. F. Droop & Sons Co. Mr. Roberts was accompanied by Clarence Gore, wholesale manager for the Droop concern in Washington. D. C. Mr. Roberts says that business has been keeping up nicely during the last month, while he also looks for plum pickings in the fall. He predicts one of the best seasons since 1906.

Joseph A. Grottendick, formerly manager for E. F. Droop & Sons Co., and more recently cupying a similar position with Cohen & Hughes, has resigned from the latter firm. Morris Silverstein is looking after the talking machine end at Cohen & Hughes, assisted by Miss Kirby, also formerly of the Droop Co.

Manager Laurie, of the local branch house of the Columbia Phonograph Co., states that business for June showed up more favorably than during the same month of last year and compared favorably with that of May. He is looking forward to a good fall and winter trade and a return of the old prosperous times before the panic. Mr. Laurie is displaying the latest of the Columbia models, the Grafonola Mignon, which has proved quite an attraction and favorite with, the Baltimore public.

Our Foreign Customers.

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

(Special to The Talking Machine World.)


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

JUNE 14.

Barbados, 2 pkgs., $106; Berlin, 6 pkgs., $175; Buenos Ayres, 110 pkgs., $1,642; Havana, 16 pkgs., $315; 1 pkg., $277; Havre, 1 pkg., $190; London, 58 pkgs., $1,723; Manila, 47 pkgs., $374; Maranhao, 2 pkgs., $100; Melbourne, 117 pkgs., $2,160; 100 pkgs., $1,356; Rangoon, 6 pkgs., $319; Rio de Janeiro, 21 pkgs., $516; Santiago, 2 pkgs., $102; Santo Domingo, 4 pkgs., $140; Tampico, 20 pkgs., $265; Trinidad, 15 pkgs., $542.

JUNE 21.

Barcelona, 6 pkgs., $150; Belgrade, 4 pkgs., $121; Bolivar, 2 pkgs., $170; Callao, 16 pkgs., $446; 3 pkgs., $108; Havana, 61 pkgs., $1,122; Kingston, 10 pkgs., $296; 8 pkgs., $273; Kobe, 17 pkgs., $1,331; London, 7 pkgs., $553; 1 pkg., $100; 9 pkgs., $300; Paris, 18 pkgs., $1,911; Shanghai, 1 pkg., $113; 27 pkgs., $595; Sorey, 3 pkgs., $460; Tampico, 21 pkgs., $901; Trinidad, 3 pkgs., $311; Valparaiso, 8 pkgs., $207; 29 pkgs., $549.

JUNE 28.

Algiers Bay, 5 pkgs., $221; Berlin, 6 pkgs., $104; Buenos Ayres, 63 pkgs., $1,451; Callao, 41 pkgs., $408; 7 pkgs., $130; Cienfuegos, 19 pkgs., $1,691; Corinto, 27 pkgs., $504; Demarara, 14 pkgs., $453; Gothenburg, 8 pkgs., $198; Iquique, 11 pkgs., $310; Liverpool, 1 pkg., $130; Melbourne, 20 pkgs., $3,000; 56 pkgs., $1,708; Paris, 55 pkgs., $2,165; Rio de Janeiro, 41 pkgs., $1,235; Savanilla, 17 pkgs., $570; St. Thomas, 5 pkgs., $450; Trinidad, 6 pkgs., $625; Vera Cruz, 117 pkgs., $3,215.

JULY 4.

Antwerp, 5 pkgs., $260; Buenos Ayres, 145 pkgs., $9,507; Cartagena, 26 pkgs., $882; Hamilton, 2 pkgs., $108; Havana, 6 pkgs., $505; Kingston, 7 pkgs., $131; London, 80 pkgs., $2,306; 7 pkgs., $640; 183 pkgs., $4,482; Maranhao, 69 pkgs., $3,353; Montevidoe, 70 pkgs., $7,883; Pernambuco, 11 pkgs., $1,154; Porto Plato, 6 pkgs., $316; Rio de Janeiro, 17 pkgs., $1,711; 11 pkgs., $1,755; Singapore, 9 pkgs., $322; Sydney, 5 pkgs., $2,150; Vera Cruz, 12 pkgs., $193.

JULY 11.

Cape Town, 167 pkgs., $2,345; Colón, 6 pkgs., $130; 5 pkgs., $176; Guayaquil, 3 pkgs., $224; Havana, 6 pkgs., $414; Limon, 7 pkgs., $155; Port of Spain, 3 pkgs., $275; Rio de Janeiro, 25 pkgs., $1,049; Tampico, 35 pkgs., $1,749; Vera Cruz, 15 pkgs., $308.
July 15th, 1910.

Talking Machine Trade:

If you are looking for a "live wire line" to handle in connection with talking machines, why not

"PEERLESS SUCTION CLEANERS?"

The "public eye" is centered upon VACUUM CLEANERS. There is nothing before the buying public today which occupies so conspicuous a place as VACUUM CLEANERS.

Every housewife has her heart definitely set upon the possession of a VACUUM CLEANER. She knows that it is the present-day scientific method of house cleaning. She knows that it will minimize her daily labor. She knows that the presence of dust in the home and the use of the old fashioned broom are breeders of disease. She knows that in order to overcome this serious condition it is necessary to use a VACUUM CLEANER.

VACUUM CLEANERS have been advertised to the extent of hundreds of thousands of dollars. THE TIME IS RIPE to get into the VACUUM CLEANER business. Don't wait until "the other fellow" gets too big a lead. GET THE CREAM YOURSELF--it's all settled waiting to be skimmed.

The fall season will be in full swing by Sept. 1st. We anticipate an unprecedented demand. We are increasing our manufacturing facilities to care for this wonderful business.

We want EVERY TALKING MACHINE JOBBER to handle THESE CLEANERS on our jobber's basis. WE ARE CATERING STRICTLY TO THE JOBBER. We are not in the retail business. Where satisfactory jobbing connection is made all dealers' inquiries are referred to the jobber.

LET YOUR REPLY BE AN ORDER FOR SAMPLES.

You can make the cleaner business bigger than the talking machine end of your business--LARGER PROFITS, EASIER SALES AND NO DEAD STOCK.

Yours very truly,

WALTER L. ECKHARDT
President.
Mr. Dealer:

**YOU LOSE MONEY EVERY DAY**

By Not Selling the Thorn Needle

There is not a customer that comes into your store who would not be glad to take a box home with him.

**They Do Please the People and Are Easy to Sell**

Many a Victrola sale has been made because the Thorn Needle was used in the demonstration. It eliminates all scratching, and no change is necessary in the Reproducer. Thorn Needles are easy to handle. They play several records, and positively do not wear out or injure a record.

THORN NEEDLES, Boxes of 100, RETAIL 25 CENTS

THORN NEEDLE HOLDERS, EACH 25 CENTS

Patented
Send 25c. in stamps for sample box of 100 Thorn Needles and Thorn Needle Holder.

We Sell Millions of Them at Retail. So Call You. Send in a Sample To-day. Don't Put It Off. DO IT NOW.

J. W. JENKINS’ SONS MUSIC CO.

VICTOR TALKING MACHINE DISTRIBUTORS

KANSAS CITY, MO.

SOME OF THE EXHIBITS.

"The Resonator" a New Device on a New Principle Attracts Attention—Udell Works Well Represented by D. G. Williams, the Veteran Cabinet Man.

Among the exhibits at the Chalfonte during the convention at Atlantic City was "the Resonator," a new reproducing device shown by the Talking Machine Sound Board Co., New York. The new device, the invention of L. P. Valiquet, a well-known figure in the trade, does away entirely with the horn and sits directly upon the reproducer of the machine without other support. It is constructed entirely of wood with a seasoned spruce soundboard, and is of such small size as to permit its being packed in the same case with the machine. The Resonator does not amplify the sound but rather exhilarates it and brings out the various tones perfectly. The jobbers were much interested in the device, and after having heard it, in many instances ordered a sample line. L. P. Valiquet and J. F. Collins were in charge of the exhibit.

D. G. Williams, representing the Udell Works, Indianapolis, Ind., was also in attendance at the convention, and did considerable business in his excellent line of cabinets for all styles of records. Mr. Williams has been in the cabinet business all his life, and knowing the line from A to Z, can put up a convincing talk. He stated that the Udell Co. could be depended upon to keep abreast of the general trade in all advances.

DISPLAY OF U. S. PHONOGRAPHs

Made at Atlantic City During Convention under Direction of T. H. Towell—Combination Reproducer and Other Features Interest—Everlasting Records Command Attention.

The U. S. Phonograph Co., Cleveland, O., had an interesting exhibit at the Chalfonte during the convention, in charge of T. H. Towell, who, as head of the Eclipse Musical Co., of that city, is a member of the Jobbers' Association. Three of the most popular styles in the thoroughly attractive line were exhibited, and all who saw the machines and heard them play were most enthusiastic. Special interest was manifested in the combination reproducer, one of the chief features of the U. S. phonograph, which permits the instantaneus adjustment of the reproducer to play either two or four minute records.

The Everlasting cylinder records made by that company also came in for a full share of attention, and their clearness and general high quality was heartily praised. On the whole the U. S. Phonograph Co. exhibit appealed to all as offering to the active jobber and dealer something new and decidedly worth while.
The regular purchase of Columbia Indestructible Records by owners of cylinder machines is merely a matter of once seeing and hearing.

**CONDITIONS IN CINCINNATI.**

Review of Trade Conditions—Opening of Aeolian Co.'s Victor Department—Columbia Co.'s Big Trade—Wurlitzer's Victrola Sales—What Other Dealers Have to Say Regarding the Outlook.

(Special to The Talking Machine World.)

CINCINNATI, O., July 9, 1910.

June left the local talking machine colony with anything but a pleasing record. Compared with the preceding months it was not a bowing success, but when placed on parade against the corresponding month last year the showing is something different. This is the one conclusion the trade has, and this is being kept in sight. There appears to be but little local business, most of the orders coming from outside of the city's borders. The jobbers who have been combining the hills of Kentucky have found that to be a good territory.

Manager Arthur D. Geissler, of the Talking Machine Co., Chicago, spent some days in the city en route to the Atlantic City convention, in company with O. A. Dressing, formerly in charge of the St. Louis office of the same corporation, but now the head of the Aeolian Co.'s Victor talking machine department. Both spent most of the day with Manager W. O. Black, of the Aeolian Co.'s office, and L. H. Aho, who will have charge of the Aeolian's Victor branch, to be formally opened next Tuesday. They added the latter in getting his goods shaped up, and through Manager Black learned that a most definite promise had been received from the carpenter promising that the three noiseless booths would be in place not later than next Tuesday. These will be finished in white enamel with mahogany doors.

The Columbia Phonograph Co. find that regardless of the extreme hot weather during the month of June, the demand for gramophones, graphophones and records was good. The sales forged ahead of their previous June business. The Saturday evening concerts given from the windows of the second floor are greatly enjoyed by large crowds of people passing, who stop and listen, many of them coming into the store, where private concerts are given in booths and much enjoyed. The new grand opera records are proving to be universally popular, Cavaliere and Blanchart recordings being specially in demand, as is also the 12-inch double disc record combining the “Sextette from Lucia” and the “Quartet from Rigoletto.” Hundreds of inquiries are being received through the mail for indestructible cylinder records, both two-minute and four-minute, and sample orders for one or two records are rapidly followed by larger orders, which proves the satisfaction they are giving to Manager Nichols' customers. Business in general is good, considering the summer months.

The past month for the Rudolph Wurlitzer Co. in the talking machine line has been a little quiet. A number of Victrola sales have been made, bringing the total a tribe above the usual June business. The number of prospective purchasers of high-priced Victor and Edison machines is above the average. These sales have been deferred until the return of the parties from their vacation. A large number of dealers have visited Cincinnati during the past month, combining business with pleasure. Reports are glowing regarding the future of the talking machine business.

The Milner Musical Co. state that their June business is not much behind May; only the sale of Victrola has kept them apace with the month previous. The Milner Co. added Leon Baum, of Camp Washington, to their list of dealers. Baum is a jeweler, but happens to be in a neighborhood where the machine business may become the leader instead of a side line.

John Arnold, Fifth and Eim streets, during June found an unusual demand for medium-priced machines. He reports having had a good sale on Victor records.

J. E. Poorman, Jr., 639 Main Street, claims business has been of an off-color for the past four and six weeks, and the same is reported by J. C. Groene, who has been unable to do very much in the talking machine line during the past month. George H. Gross, of Main and Woodward streets, who took on the National Co.'s line several months ago, is confining his efforts to the piano business during the summer months.

NEW COLUMBIA DEALERS FOR JUNE.

Important Concerns in the South, West and East Take on Columbia Products During the Month of June.

In all parts of the country the prominent dealers continue steadily demonstrating their faith in the Columbia Phonograph Co. and their product. The June list of dealers who have taken on Columbia lines exclusively or have added extensively to their stock is typical of the previous results attending the Columbia policy.

In Bridgeport, Conn., where the Columbia factories are situated, F. R. Hoffman handles the Columbia line exclusively. The steady growth of his business and the substantial order placed by him recently are convincing proofs that Columbia is popular at home.

The Rhodes, Pugh, Collins Furniture Co., Jacksonville, Fla., recently launched out with a complete line of Columbia goods. They had sufficient confidence to place a substantial order. Likewise the Sibica, Luster & Pite Co., of Athens and Stuittsum, Ga., have made an extensive purchase of the complete Columbia line. W. A. Barfield, of the Columbia Phonograph Co.'s Atlanta office, was instrumental in negotiating this sale.

The Pacific Coast has proved to be very strongly in favor of Columbia goods, and Logan's Music Store, of Salina, Cal., has laid in a good stock with which to develop the business in its locality.

The Globe Record & Supply Co., 139 East Seventh street, New York City, handle the Columbia line almost exclusively and recently strengthened their stock very considerably to cope with the increasing business.

E. A. Tompkins, of Pittsfield, Mass., has had such good results with Columbia goods that he placed a very substantial order and is devoting most of his attention to this line.

**TWIN CITY NEWS.**

Usual Summer Trade Now in Evidence—Mr. Luckner East—Manager Wheeler's Report—Other Items of General Interest.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, July 9, 1910.

Having had an exceptionally fine trade up to the first of July, the talking machine dealer on St. Paul and Minneapolis are taking matters easy during the summer, while the principals and assistants are taking turns at vacation. The July business, though comparatively full, is greater in volume than for the corresponding period of last year.

Early in the month Lawrence H. Luckner, of the Minnesota Phonograph Co., attended the meeting of the talking machine jobbers at Atlantic City.

Jay H. Wheeler, northwestern manager for the Columbia Phonograph Co., expresses himself as satisfied with the business conditions. “The sales are holding out well, considering that this is the dull season. We have been gratified by the large increase in the demand for the big and higher priced machines. We are selling more of the big modern ones than of the small instruments.”

“The jobbing outlook is a little dubious. Many of our country customers have countermanded orders, or let orders drop, for the reason that the outlook is too uncertain to warrant them in placing large orders. We do not think, however, that there will be a crop failure, and are satisfied that the order will be repeated by September.”

The Minnesota Phonograph Co., general distributors for the Victor and the Edison goods, are sending some fine machines to Lake Minne- sota and other summer resorts. The demand for records is said to be brisk and the devotees of the talking machine readily pay the prices asked for the new high-grade records.

**CHAPMAN HAS VICTOR LINE.**

(Special to The Talking Machine World.)

Rochester, N. Y., June 30, 1910.

K. J. Chapman, the well-known piano dealer of this city, has just received a large shipment of Victrola Victor machines and records, and will hereafter represent the Victor Co. both wholesale and retail in this city. He will devote his entire first floor to the Victor department, and make it an attractive and important branch of his business. As a Victor jobber Mr. Chapman will put out a couple of experienced traveling men to cover western New York, and he intends to develop this end of the business in a progressive way. Chap- man is now making a very artistic display of talking machines in his window, featuring the Victrola in Curiumean walnut.

TRADE NEWS FROM SAINTLY CITY.

Mr. Walthall, manager of the Columbia Phonograph Co., reports an increase of 100 per cent of both wholesale and retail sales for the month of May over the same month in 1909.

Mr. Walthall left on July 10 for a week's trip to Milwaukee, Wis., leaving the management of the local branch to Mr. E. B. Wilson, general manager of the company in that city.

He was entertained by Mr. and Mrs. E. B. Wilson and spent a day in Milwaukee, visiting the local stores and examining the display of talking machines.

Mr. Walthall returned to St. Louis on the 17th of July, having had a most successful trip, and reports that the business is in full swing at the local branch.

He has made arrangements for the installation of the new talking machine department in Aeolian Hall, and is now working on the plans for the new establishment.

The Aeolian Co. have their talking machine department now in full swing at their headquarters in New York, and are making good progress in the development of their business.

They are now preparing for the Fourth of July ads. which are to be a great success, according to the plans of the management.

Miss Sadie Rosenblatt, formerly in charge of the talking machine department of the Aeolian Co., has been succeeded by Miss Lucille Preiss, who has taken charge of the department.

Miss Preiss is a capable and efficient manager, and is expected to do a splendid business for the month of June.

The Koerber-Biemer Music Co. report that their business for June has been quite satisfactory, and that the department is now on a six weeks trip to the Coast, combining business with pleasure.

Miss Sadie Rosenblatt, formerly in charge of the talking machine department of the Aeolian Co., has been succeeded by Miss Lucille Preiss, who has taken charge of the department.

Miss Preiss is a capable and efficient manager, and is expected to do a splendid business for the month of June.

The Koerber-Biemer Music Co. report that their business for June has been quite satisfactory, and that the department is now on a six weeks trip to the Coast, combining business with pleasure.

Mr. Walthall reports the sale of a Ciceroan Regent machine to a prominent business man.

The Aeolian Co. have their talking machine department now in full swing at Aeolian Hall.

The retail department of the company is now on a six weeks trip to the Coast, combining business with pleasure.

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The perfection of its motor, the sensitiveness of its reproducer, the simplicity of its entire construction, the unmistakable faithfulness of its instrumentalism, the mellow sweetness of its "voice," and the novelty of its form—the Columbia "Regent" Grafonola proves itself a hundred-dollars' worth to every "prospect."

Columbia Phonograph Co., Tribune Building, New York.

WITH THE TRADE IN CLEVELAND.

Business Somewhat Uneven, but Optimism Reigns Supreme—Sales of Popular Priced Machines to Campers—A Wide Awake Managetnent—G. J. Probesek Co. Make Excellent Report Regarding Grafonola Demand—Victrola and High Priced Machines in Great Demand at Ruescherg—Other Items of Interest.

(Special to The Talking Machine World.)

Cleveland, O., July 9, 1910.

Disbursement of business in talking machine circles varies from mild pessimism to pronounced optimism. Whether either condition is one of heredity is a question. One may visit a store while presenting a decided appearance, and yet the proprietor will pleasantly speak of the good times and the prosperous business he is doing. At another, as you pass numerous customers and meet the proprietor wearing a disconsolate air, he will bewail conditions and tell how bad trade is, while, in fact, he is doing well—making money.

The business as a whole for the summer season is exceptionally good. A number of dealers are making good sales of the highest priced machines, and, coupled with a large volume of trade in the most expensive records, have every reason to feel satisfied.

There have been good sales of the lower priced machines and records to excursionists, who have taken them along to camp, the lake shore and on the boats up the lakes, to while away the bad travel. The companies whose machines and records have been played 1,000 times without perceptible sign of wear. The U. S. records are durable; the reproducer point and shifts the feed gears at one operation. The U. S. records are durable.

It was stated that those dealers who have inspected the line at the company's demonstration room have expressed themselves as highly pleased with the results obtained from the machines and the U. S. Everlastings. The company is basing its claims upon the qualities of tone production, convenience of operation and durability of records. It is unquestionably a fact that the U. S. machines give great volume of tone and remarkable detail of reproduction. One among the many desirable features of the machine is the double reproducer carriage, which is simple to operate, affording convenience in that it changes the reproducer point and shifts the feed gears at one operation. The U. S. records are durable.

In fact, the company state they have no knowledge of how long they will last, as a record has been played 1,000 times without perceptible sign of wear. The combination of these qualities is a strong one, and it is not to be wondered that the company reports the outlook exceedingly bright.

The G. J. Probesek Co. say their sales during the past month were unusually good considering the season. Mr. Robertson said: "The onset of summer weather is bringing with it a demand for machines and records to help while away the warm evenings out of doors. People are more than ever realizing what a splendid open-air entertainment the Graphophone has to offer, and so the demand is becoming stronger every year, for use on the summer porch, in camp or at the beach. The Grafonola demand, especially for "Mignon" and "Red Seal" records, has been steady and good for the season. All of our stock on hand have been played out since this style of machine was introduced, and numerous inquiries are being made for the new "Mignon" Grafonola, just being placed on the market. On the whole our summer trade is putting in a better front than a year ago, and we feel well satisfied with the outlook."

Mr. Tinker, manager of the talking machine department of the May Co., reports large sales of records of popular numbers to excursionists going up the lakes by boat.

W. H. Rueschger & Son state that summer sales have again shown the superiority of the Edison and Victor quality of the machines and the high grade machines and records. The same conditions may be said to prevail at the Collier & Sibley establishment, with a little more emphasis on the Red Seal department. The bankers also report a demand for high-priced machines and Red Seal and other high-priced records, but the cheaper machines and records are not over-looking everywhere. The latter firm will soon move into new, larger and more central quarters in a building now being erected. Of course, with the four-weeks' vacation, there is some doing well in machines and other in records. All could do more business, however, and are working hard for it.

AN ENGLISH VISITOR.

Fred Lee, a Jewel Specialist, a Recent Caller at the World Sanctuary.

Fred Lee, of Fred Lee & Co., who are large importers of jewels and manufacturers of watches, in Coventry, England, recently paid the World a very delightful visit. Mr. Lee is deeply interested in the development of the talking machine, and is an old-time subscriber to The World. His visit to this country primarily was for the purpose of testing as a witness in the appeal made by the National Phonograph Co. from the ruling of the Board of Appraisers in regard to increased duty on phonographs. He is not a stranger, however, as he makes periodical visits to this country, and is a splendidly informed man not merely on matters of current interest in England, but indeed in our own country. It may seem glibly, but it is none the less the truth, that men of that caliber usually read The Talking Machine World.

TALKER FOR SING SING PRISONERS.

Although usually there is no observance of holidays in Sing Sing Prison other than suspensions of work, Warder Frest, because of the long period of idleness entailed by Saturday, Sunday and the Fourth of July, had a big talking machine at the prison on the afternoon of Independence Day and causd it to be shifted from section to section, giving in each a varied program of music, songs and humor. The innovation was welcomed by the prisoners.
TRADE ON THE PACIFIC COAST.

Regular high school curriculum. A talking machine and a number of records have been ordered for the Fremont High School on the recommendation of the teaching force. It is feared to order other machines for the other schools as they are needed and called for.

Coast Manager W. S. Gray, of the Columbia Phonograph Co., has been absent from the city some days on a vacation. Mr. Scott, head of the San Francisco business, is in charge here, but is himself absent this week on a short business trip. Business is reported about normal on most lines, with a little extra spurt just now on the Improved Champion.

Peter Bacigalupi, of Peter Bacigalupi & Sons, has returned from his eastern trip, and is now getting ready for the removal to new quarters.

C. E. Stuhls, piano and music dealer of San Bernardino, Cal., who recently removed into improved quarters, is putting in a well stocked talking machine department. He plans to carry machines and records of all makes.

The Haaschmidt Music Co., of San Francisco and Oakland, who now have under way a special contest scheme in their piano department, have given their talking machine department a share in the benefits and are offering a talking machine as second prize in the contest. Rumor has it that there is to be still another talking machine store on the west side of Kearny street between Post and Ritter. This is reported on which Sherman, Clay & Co., the Wiley B. Allen Co., and Benj. Curtis are already located with flourishing talking machine departments. A plan was long ago under discussion which would make that block distinctly the "Talking Machine Row" of San Francisco. None of the local wholesale houses appear to know of a new talking machine store of importance to be started either on Kearny street or elsewhere.

Now that Kohler & Chase actually have their big Spartan, Wash., piano store opened for business on the Pacific Coast trade is showing some little curiosity to know what the new store is going to do in the talking machine line. It is generally assumed that talking machines will be put in sooner or later, and it is wondered if the Columbia goods will be specialised on in Spokane as in San Francisco.

S. L. Mc Coy, of Seattle, Clay & Co., who, besides his official position with the company, acts as head of the talking machine department, has returned from his eastern trip, and will put in the coming winter to the city department. He finds people in the East quite generally favorable. He believes that the fall season, especially in the wholesale departments, will begin very early, and that there are a big stock of Victor and to be ready for the best.

NO T H I N G T O O T R I F L I N G

To be Overlooked by the Talking Machine Man Who Desires to Attain Success in This Work-a-Day World.

Webster, in a great speech, once used an anecdote with telling effect. Someone asked him what he thought of the Pacific trade and he had answered indifferently. There is your interest.

The dealer who makes the money is the man who has the trade of the come-again-and-again customer. He is of your own making and is the only kind you ought to have.

You can easily have such customers if you look after their interests properly, and you can see at a glance that their interest is your interest.

Customers come to your store because they want Victor, Victor, Victor, Record cabinets, record cabinets, horn, needles and other accessories, and they expect to get just what they want. It's up to you to give it to them. If you satisfy them once they will come again and again. They put your store down as the place to do their buying, and they will steer clear of your competitors just so long as you can supply their talking machine needs.

It pays to have what the people want, and you shouldn't be caught napping. If you're short of anything in the Victor line, we're ready to help you out. You can send us your order with the full assurance that it will have prompt and careful attention. We have the name of shipping all goods the same day the orders are received—and we live right up to it.

Write to-day for our latest catalog, and our booklet, "The Cabinet That Matches," which tells about our record cabinets that match each style of Victor.

When you get them look through them and see if we can do something for you.


Successors to

Victor Distributing and Export Co.

83 Chambers Street

New York

VISITOR'S VOICE.
THE PHOTOGRAPHONE.
A Swedish Inventor Devises a Combination Instrument.

Writing from Stockholm, Consul-General Edward D. Window describes a new invention in Sweden which reproduces both action and sound:

"In the photographone the large metallic trumpets which caused the hollow metallic sound are entirely dispensed with. No receiver is needed for the speaker; only a very small celluloid tube, like the one used at the telephone, is placed in the front for the convenience of the speaker, but this tube is easily dispensed with.

On the left side behind the wall is placed an electric lamp. From this the light passes through two cuvettes (through which water is running) which absorb the heat, and then through the wall and a system of lenses seen in front of the tube. Having passed through these the ray of light strikes and is reflected in a mirror fastened on the membrane behind the tube, is thrown onto a rotating sensitive plate, and finally draws the sound curve on this negative. This original negative is developed, and the sound curve transferred to plates of ebony. From these the sound is again reproduced as in the gramophone. In this way the human voice and all other sounds are perfectly reproduced without any disturbing secondary sounds.

So perfect is the reproduction of sounds with the photographone that the inventor can distinguish between and actually read on the curve the different letters of the alphabet, and the photographic plate is so sensitive that the smallest variations in the voice can be studied.

The same words uttered in the same language, but by another individual, appear different in the photographone script.

The great importance of this method for obtaining linguistic and musical records is evident. This invention is of high value, not only for the student of linguistics and phonology, but for the general ethnologist who needs to obtain kinemographic reproductions of dances or other ceremonies. It has always been difficult to combine the gramophone with the kinematograph, because it has not been possible to obtain the action and movements at the same time the sound curve on this negative. This original negative is developed, and the sound curve transferred to plates of ebony. From these the sound is again reproduced as in the gramophone. In this way the human voice and all other sounds are perfectly reproduced without any disturbing secondary sounds.

The photographone records can be reproduced ad infinitum, and if the original music or song should not be strong enough to fill a large con-}

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HAND COLORED Local View Post Cards MADE TO ORDER

Made from any fair photo and delivered in 2 to 3 weeks.

The Best Made in America SEND FOR SAMPLES

Blue Delft (two) $5.00 for 1000
Season, Floral, Comics, Greeting Cards, etc., Direct from Factory

NATIONAL COLOR TYPE COMPANY
CINCINNATI, OHIO

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TO COMBINE JULY AND AUGUST LISTS.

No list of Zonophone records will be mailed out by the Universal Talking Machine Mfg. Co., Philadelphia, Pa. General Manager Macnabb
This invention relates to improvements in disc-talking machines of that class, in which the disc-record is automatically stopped at the completion of each reproduction. To accomplish such automatic stopping, the style running in the record-grooves of the disc is made to enter at the proper time into an empty or dead-groove specially provided, whereby the diaphragm-carrier is lowered as it approaches the center of the disc. By lowering the arm of the diaphragm-carrier, the revolving motion of the disc-carrier will be stopped through the agency of brake-mechanism actuated from the diaphragm-carrier in its lowered position. The disc-carrier may be rotated until stopped.

Figure 1 is a plan of the record-disc with its empty or dead groove, the driving spindle and the arm carried at the top of the same. Figure 2 is a side-elevation of the casing, the disc-carrier and record-disc, the diaphragm and diaphragm-holder, the horn with its supporting bracket, and an arm attached to the diaphragm holder, said arm being destined to engage the arm on top of the disc-spindle. Figure 3 is a plan of another modification of the means for holding the arm carried by the diaphragm holder, Figure 4 is a view showing the diaphragm carrying an arm for engaging the arm on the disc-spindle. Figure 5 is a plan of another modification of the means for securing the top of the disc-spindle. Figure 6 is a side-elevation partly in section, of a portion of the casing, the disc-carrier and record-disc with the driving spindle and brake mechanism actuated by the same. Figure 7 is an underside view of a portion of the disc-carrier, with the brake lever attached thereto, the brake arm shown in the raised or imperative position. Figure 8 is an underside view similar to Figure 7, with the brake-arm shown in the operative position. Figures 9 and 10 are, respectively, a side elevation of Figures 7 and 8.


The object of the invention is to produce a simple form of record holder which is cheap, and to which a record can be easily applied, and further to produce a record holder which will hold the record in a manner to permit it to be adjusted with the utmost nicety, which will not interfere with the contraction and expansion of the record, and which will have no parts gripping the ends of the record.

Another object of the invention, and the main object in fact, is to produce a satisfactory record holder which will permit a record to be instantly slipped on and over, the holder without the necessity of adjusting or operating any mechanism. In the invention, in that part that touches the end of the record is a light finger connected with a tension spring, and this touches merely one point on one end of the record.

Figure 1 is a longitudinal section of a record holder embodying the invention, showing a record therein, and showing the holder attached to a machine. Figure 2 is a sectional view of the line 2-2 of Figure 1 through the record holder, the record being removed. Figure 3 is an end view of the section described with the record thereon. Figure 4 is a broken longitudinal section of a slightly modified form of record holder, and Figure 5 is a cross-section on the line 5-5 of Figure 4.

This invention relates to a method of making a permanent unduplicated record of sounds, verbal, musical or produced in any other manner, and further to the method whereby recorded sounds are reproduced without the use of a reproducing stylus.

Figure 1 represents an exaggerated or magnified scale, a portion of a suitably prepared tape, in which the air is drawn through the aperture from the horn, and Figure 7 illustrates another modification in which the air may be forced through the aperture in either direction.

METHOD OF RECORDING AND REPRODUCING SOUNDS. Walter Seying, Steitten, Germany. Patent No. 959,682.

This invention relates to improvements in disc-talking machines of that class, in which the disc-record is automatically stopped at the completion of each reproduction. To accomplish such automatic stopping, the style running in the record-grooves of the disc is made to enter at the proper time into an empty or dead-groove specially provided, whereby the diaphragm-carrier is lowered as it approaches the center of the disc. By lowering the arm of the diaphragm-carrier, the revolving motion of the disc-carrier will be stopped through the agency of brake-mechanism actuated from the diaphragm-carrier in its lowered position. The disc-carrier may be rotated until stopped.

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Figure 1 represents an exaggerated or magnified scale, a portion of a suitably prepared tape, in which the air is drawn through the aperture from the horn, and Figure 7 illustrates another modification in which the air may be forced through the aperture in either direction.
THE TALKING MACHINE WORLD.

Figure 1 is a longitudinal section on line x-x, Fig. 2 is a similar section with parts occupying a different operative position, and Fig. 3 is an end elevation.


This invention relates to phonograph reproducers, and has for its object the provision of an improved stylus and mounting thereof adapted more particularly for use with records in which the pitch of the record groove is one thousand and one hundredth (1-200) of an inch. In order to properly track records of this character as now on the market it is necessary that the reproducer stylus be of microscopic size, since the record groove is formed by a stylus having a curved cutting edge, the diameter of which is one thousand and nine hundredths (1.900) of an inch. The reproducer stylus should have a rounded surface and should be so shaped as not to cause undue wear upon the record. It should also be supported in such a manner as to be capable of lateral movement, so that it will track the record groove properly; and it is also desirable that the stylus should be so connected to the diaphragm that the vertical movement of the stylus will be magnified, so as to produce an amplified movement of that portion of the diaphragm to which it is connected.

Figure 1 is a side elevation, partly in section, of a phonograph reproducer constructed in accordance with the invention; Fig. 2 is an end view, showing the stylus lever and stylus pivoted thereby in operative position with respect to the record surface, and Fig. 3 is a bottom plan view of the same and of the adjacent portion of the floating weight.


This invention relates to a process of forming megaphones or horns used for sound-reproducing machines, and particularly to the construction of a wooden horn the object of the invention being to provide a horn of this character which shall attain a high degree of purity of tone, and eliminate any harsh or metallic ring.

The invention consists in a horn made up of thin strips or sections interengaged at their edges, bound to each other by doubled dovetailed dowels, and by transverse strips or bars let into the sections and crossing the same, the ends of the sections being further prevented from splitting by insertion of wooden slips transverse in grain to the grain of the sections.

In the drawings, Figure 1 is a side view of a horn constructed in accordance with the invention; Fig. 2 is a fragmentary enlarged section of the longitudinal staves across the dovetailed dowel; Figs. 3, 4 and 5 are transverse sections showing different means of making a joint between two longitudinal staves; Fig. 6 is a lower end view of one of the longitudinal staves or sections to show the inset slip which prevents splitting of the sections; Fig. 7 is a face view of the lower end of one of the staves or sections, the wood being partly broken away; Fig. 8 is a view showing two adjacent longitudinal strips, the transverse binders and the dowels therefor, disassembled.


The main objects of this invention are to provide, in a talking machine, an improved support for a tubular sound box arm, of simple and durable construction, which will be effective in action, and in which the interior of the arm is not obstructed by any projections, while at the same time the arm is supported so that it may be easily moved in different directions required in the use of the machine, to provide improved means for retaining a sound box arm in its raised or operative position, to permit of the insertion of a new needle or the removal of a record; to provide improved means for connecting a sound box to a sound conveying tube or other support.

In the accompanying drawings, Figure 1 is a side elevation of a talking machine constructed in accordance with this invention; and Figs. 2, 3, 4 and 6 are fragmentary sectional views of details of the same.


This invention relates broadly to an improvement in apparatus for the production of phonograms, being directed more particularly to such an apparatus designed to produce that form of record known as a cylinder record, in the process of manufacture of which the plastic record material is molded under the influence of the expansive force of a fluid molding agent, such as steam under pressure, or the like.

You can't be a top-notchie in the business if you refuse to cooperate with your fellow merchants for the good of the whole town.

International Talking Machine Expert


YOUR OPPORTUNITY!

Talking Machine Business in prosperous Southern city of 165,000. Victor and Edison dealers—only one other here. Have been in business only five months and am doing at the rate of $10,000 per year.

Stock will invoice about $4,000, but can be reduced. Have other interests which take up most of my time.

GREAT CHANCE FOR A LIVE MAN. Don't answer unless you mean business. Address Box 300, care Talking Machine World, 1 Madison Avenue, New York.

SALES MEN WANTED


STOCK TO EXCHANGE

Exchange—I have a stock of Victor Talking Machines, Records, etc., that I wish to exchange for Edison stock, sewing machines, bicycles or pianos; or will sell at a good discount. Blishworth, 106 East 6th street, Topeka, Kan.

MANAGER WANTED


60 plank record blanks, partly diagrammatic views of details greatly enlarged.

Records.

fore used in the manufacture of phonograph

luloid, and has for its object to provide a simple

phonograph record blanks from sheets of cellu-

mesne assignments to the United States Phono-

Varian M. Harris, Chicago, assignor by

view, showing the stylus lever and stylus carried

movement of that portion of the diaphragm to

The reproducer stylus should have a rounded surface and should be so shaped as not to cause undue wear upon the record. It should also be supported in such a manner as to be capable of lateral movement, so that it will track the record groove properly; and it is also desirable that the stylus should be so connected to the diaphragm that the vertical movement of the stylus will be magnified, so as to produce an amplified movement of that portion of the diaphragm to which it is connected.

Figure 1 is a side elevation, partly in section, of a phonograph reproducer constructed in accordance with the invention; Fig. 2 is an end view, showing the stylus lever and stylus pivoted thereby in operative position with respect to the record surface, and Fig. 3 is a bottom plan view of the same and of the adjacent portion of the floating weight.


This invention relates to a process of forming phonograph record blanks from sheets of celluloid, and has for its object to provide a simple and efficient process of joining the abutting ends of the sheets of celluloid in a strong and permanent manner, the process being more especially adapted for joining a sheet of thin material bent into a tubular form, and so held while abutting ends are joined together to form a tubular record, in all respects to the draw tubes or cylinders heretofore used in the manufacture of phonograph records.
A Cabinet to Go With a Talking Machine

should be made of seasoned lumber; it should be built properly by skilled Cabinet makers and when it is ready to be finished the interior work should be perfect, the joints all properly made and every little detail right; then the finishing should not be done in a day, but enough time taken for each process that is necessary to get the very best finish obtainable.

The Uddell Line of cabinets for Disc Records and Cylinder Records is one that embodies all the points outlined above. In addition the Uddell Line offers you an assortment of patterns and a range of prices which, from your standpoint, makes it irresistible.

In order to prove the worth of these assertions, the best thing you can do is write us for illustrations and prices.

Kindly Address

THE UDDELL WORKS, INDIANA, IND.
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.

PERRY R. WHITSET
PERRY B. WHISTIT CO.,
213 South High Street,
Columbus, Ohio.

Edison Phonograph Dealers and Records
JOBBERS Victor Talking Machine

C. B. HAYNES & CO.
EDISON JOBBERS
5 N. 7th Street.
Richmond, Va.

AN AID TO QUICK SERVICE.

Blackman Folding Record Tray Necessary for System in Record Stock.

Every customer in any kind of store demands and appreciates quick service, and the house that can offer that service is the one that is going to enjoy a growing business. The basis of quick service is system, for without a systematized and orderly stock it is impossible for a salesman, no matter how good, to fill orders without the delay occasioned by the necessity of hunting for each item demanded. One of the greatest aids to system in the talking machine store is the Blackman folding record tray, sold by the Blackman Talking Machine Co., New York, and which, in connection with the Rapke labels, has been adopted by the great majority of the talking machine dealers. The trays come in various sizes, to hold from two to six records, and being shipped flat cut down express charges and storage space after receipt. With the use of the trays the record stock is always in order, any selection is instantly accessible and where the labels are used really act as silent salesmen. Sample trays and labels with full information as to prices, etc., may be obtained by applying to the Blackman Talking Machine Co.

W. S.

When competition lets up that is no time for you to go to sleep. Bear on just as hard and get all the trade possible clinched for your store against the time when competition wakens up.

PETER BACIGALUPI & SONS, SAN FRANCISCO, CAL. Wholesale and Retail Jobbers Edison, Zonophone Victor

NEW ENGLAND JOBBING HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
377 Tremont Street - BOSTON, MASS.

VICTOR DISTRIBUTORS
WASHINGTON, D. C.
The ROBT. C. ROGERS CO.

BOSTON CYCLE & SUNDRY CO.
EXCLUSIVE EDISON JOBBERS
TRY OUR "Special Summer Service"
48 Hanover St.
BOSTON

D. K. MYERS

40021 Le Cid.-Pleurez mes yeux (Massenet).

40025 Kerrigan's Bachelor Dinner

10400 You're Just Too Sweet to Live.

10397 You'll Come Back

10396 Knights of Columbus March..N. Y. Military Band

490 A Night Trip to Buffalo

492 The Voice of Our Nation Medley-Part I

10403 Mary, You're a Big Girl Now

10405 I'm on My Way to Rene.

10402 The Berlin Reels

10409 The Hoosier Slide.

62 THE TALKING MACHINE WORLD.

490 Edison Standard Records in Hebrew.

492 Edison Standard Records in Swedish.

492 Edison Standard Records in Italian.

492 Edison Standard Records in Spanish.

490 Edison Standard Records in French.

492 Edison Standard Records in German.

490 Edison Standard Records in Dutch.

492 Edison Standard Records in Polish.

490 Edison Standard Records in Russian.

490 Edison Standard Records in Hungarian.

490 Edison Standard Records in Rumanian.

490 Edison Standard Records in Greek.

490 Edison Standard Records in Latin.


490 Edison Standard Records in Chinese.

490 Edison Standard Records in Arabic.

490 Edison Standard Records in all Languages.

490 Edison Standard Records in all Foreign Records in Stock.

490 Edison Standard Records in all Kinds of Automatic Musical Instruments and Slot Machines.

490 Edison Standard Records in all Musical Instruments.

490 Edison Standard Records in all Piano Records.

490 Edison Standard Records in all Victrola Records.

490 Edison Standard Records in all Goyert Records.

490 Edison Standard Records in all Peerless Records.

490 Edison Standard Records in all Palomar Records.

490 Edison Standard Records in all American Records.

490 Edison Standard Records in all Edison Records.

490 Edison Standard Records in all National Records.

490 Edison Standard Records in All Phonograph Accessories.

490 Edison Standard Records in All Phonograph Parts.

490 Edison Standard Records in All Phonograph Repairs.

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Leading Jobbers of Talking Machines in America

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

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Exclusive Columbia Jobbers

We have the full Columbia line, and job Columbia Products exclusively. All orders promptly filled. Exclusive territory assigned.

KIRK, GEARY & CO., Sacramento, Cal.

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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 JOBBERS

STANDARD TALKING MACHINE COMPANY
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"If it's made we ship it the same day order is received"

PACIFIC COAST DISTRIBUTORS OF
Victor Talking Machines
and
STEINWAY PIANOS—LYON & HEALY
"OWN MADE" BAND INSTRUMENTS
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Jacot Music Box Co.,
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CHASE & WEST
Eighth Street, between Walnut and Locust
DES MOINES, IA.
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Talking Machines, Records and Supplies.
Everything at stock all the time.
The best service in IOWA

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

Scheuber Drug Company
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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.
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Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. We urge and have your name on the August list.
THE young man had his choice between the beautiful girl and the homely girl with the beautiful voice. He married the homely girl. He woke up one morning, gazed upon her face and said:

"Maggie, for heaven's sake, sing!"

In buying a sound-reproducing instrument the choice is all one-sided in favor of

**The Edison Phonograph**

It's a choice between the slender, graceful, upright lines of the Edison and the squatty proportions of the others; a choice between the rich, dulcet sound of the Edison—and just noise.

It's a case of "the beautiful girl" having the voice—and your prospective customers know it. Write your jobber today.

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