

# The TALKING MACHINE WORLD

AND  
NOVELTY  
NEWS

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



The best-known trade mark in the world

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

THE PLEASURE  
DOUBLED

THE COST  
REDUCED



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

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

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

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

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

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

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

**Universal Talking Machine Mfg. Co.**

Fourth and Race Streets

Philadelphia, Pa.

**Distributors of Zon-o-phone Goods:**

**ALABAMA**

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

**FLORIDA**

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

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Chicago ..... Benj. Allen & Co., 181-141 Wabash Ave.  
Chicago ..... B. Olsbansky, 515 So. Jefferson St.

**IOWA**

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

**KANSAS**

Topeka ..... Emahizer-Spielman Furn. Co., 617-619 Kansas Ave.

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Annapolia ..... Globe House Furn. Co.  
Baltimore ..... C. S. Smith & Co., 441 W. Baltimore St.  
Baltimore ..... Louis Mazor, 1438 E. Pratt St.

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St. Paul ..... W. J. Dyer & Bro., 31-23 W. 5th St.

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Springfield... Morton Lines, 325 Boonville St.  
St. Louis..... Knight Mercantile Co., 211 N. 12th St.  
St. Louis..... D. K. Myers, 3889 Finney Ave.

**NEW JERSEY**

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

**NEW YORK**

Brooklyn..... F. W. Rous Co., 435 Fifth Ave.  
Brooklyn..... B. G. Warner, 1313 Bedford Ave.

**NORTH DAKOTA**

Fargo ..... Stone Piano Co., 614 First Ave., N.

**OHIO**

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

**PENNSYLVANIA**

Allegheny.... H. A. Becker, 601 Ohio St.  
Philadelphia... Harmonia Talking Machine Co., 1321 Arch St.  
Philadelphia... H. A. Weymann & Son, 1010 Chestnut St.  
Pittsburgh.... C. C. Mellor Co., Ltd., 319 Fifth Ave.

**TEXAS**

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

**CANADA**

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

# The Talking Machine World

Vol. 6. No. 3.

New York, March 15, 1910.

Price Ten Cents

## TEACH CHILDREN BY PHONOGRAPH.

No More Effective Means Conceivable for Presenting the Great Classics in English, When Prepared by Intelligent and Able Speakers, Than the Talking Machine Record—They Learn Quickly and Retain All They Hear.

"To my mind the phonograph is to be considered as something more than a source of amusement," said a well-known merchant while he showed an interested friend his new machine. "That's why I thought it worth my while to buy the best I could find without regard to cost. Of course, one of its best uses, as anyone will admit, is that it does give one access at all times to the best musical renditions, and particularly the wonderful voices of the opera stars. But my idea goes deeper than that.

"It has always been a source of regret to me that when I was a boy I didn't have somebody to show me, almost from the time I learned to read, the art of what is generally called by that threadbare term, elocution. That, however, is not quite my meaning. The point is that if you give a child from the first only the finest things the pen has produced for his reading, he soon acquires certain standards—correct and discriminating standards—that will stick to him through life. The powerful emotion of the writer communicates itself to him; and because his heart is thrilled by what he reads, the fine art by which it is expressed sinks into his soul. Such a one will some day learn to write truly with his own hand.

"Now, there is one thing that stands in the way of giving a child the best literature to read, and that is that the language and thought are too often beyond him. There is as much difference between good writing and bad as there is in music, between ragtime and classic from Beethoven, and it takes an educated ear to pick out the melody in either. But there is one way of overcoming the difficulty in the matter of the reading, and that is that the child should hear the thing read, not as you or I might read it, but as some trained specialist might read it, with such cadences and fine inflections of the voice as will convey the meaning almost independently of the words themselves, even as a song the words of which are in a foreign language will sometimes affect you.

"A literary classic presented to a child in this manner will sink into his understanding, first through his emotions and secondly through his intellect. And, of course, that is the secret of a true understanding of most anything. Such a child will love the thing forever after when he reads it, and with a liking that will not be forced, or unnatural, or half-hearted. Whenever he reads it afterward the tones he has heard will echo in his mind, and it will mean an infinity of things that would not otherwise come to him till his mind matured.

"And it is not enough that he should hear the thing once only. He must hear it many times, whenever he chooses, till it becomes an habitual thing in his life. He must hear it time and again in the quiet of the home, where it can take hold of him, not in the hurly-burly of an opera house, where a distracting crowd claims his attention, and where he understands little and forgets what little he has absorbed.

"So I got a phonograph, and whenever possible I go to competent speakers and have them give into the phonograph readings of the best poems, best prose passages, best everything in literature I can find. I am so fortunate as to have a couple of friends who are fine readers—trained readers, I mean—and they know others. On many occasions they have been able to make records for me for the purpose, merely as a favor, so that I have a unique collection.

"It is one of the delights of my children's lives to hear through that wonderful machine some

story or other first written by a master and then told by a good reader. With the retentive memory of childhood they can give you passage after passage from Shakespeare with a rendition that will make you laugh or cry, and which will make them laugh or cry themselves. Some of the famous orations, given with masterly delivery, they can produce in childish treble, and I have branched out into every literature for material.

"With all this, children in time get somewhat of the tremendous sweep of thought and the great things that are taught by the masters of the pen. They learn in a way that I truly believe should have a vast effect on them in later life.

"In my opinion the phonograph can be turned into a wonderful educational medium for the home if only people will avail themselves of the chance."

## HOW "MISERERE" WAS COMPOSED.

Some Interesting Information on How Verdi Got the Inspiration for This Sublime Composition Now Immortalized by the Victor Co.

One of the most successful and most popular high-class records ever put out by the Victor Talking Machine Co. is the "Miserere," from "Il Trovatore," No. 89030, sung by Mme. Alda and Caruso with chorus of the Metropolitan Opera Company (directed by Giulio Setti) and the Victor orchestra conducted by Walter Rogers. It may be interesting to the talking machine men who handle this record to know something of the event leading up to its composition by the great Italian master. It appears that when Verdi was working on "Il Trovatore" he stopped short at the passage of the "Miserere," being at a loss to combine notes of sufficient sadness and pathos to express the grief of the prisoner, Manrico.

Sitting at his piano in the deep stillness of the winter night, his imagination wandered back to the stormy days of his youth, endeavoring to extract from the past a plaint, a groan, like those which escaped from his breast when he saw himself forsaken by the world. All in vain! One day at Milan he was unexpectedly called to the bedside of a dying friend, one of the few who had remained true to him in adversity and prosperity. Verdi, at the sight of his dying friend, felt a lump rise in his throat; he wanted to weep, but so intense was his grief that not a tear flowed to the relief of his anguish.

In an adjoining room stood a piano. Verdi, under one of those sudden impulses to which men of genius are sometimes subject, sat down at the instrument and there and then improvised the sublime "Miserere" of the "Trovatore." The musician had given utterance to his grief.

## CARELESS DRESS OR STORE.

A Fair Indication of the Character of a Man—Pays to Impress Others Favorably.

First impressions are really impressions. When a man enters your office you form a subconscious opinion of that man the instant you glance at him. Frequently, if his personality aside from his appearance is favorable, if his methods of approach or of arousing interest do not antagonize you, he may be able to overcome the acknowledged prejudice his appearance caused; but how much easier to break the ice, how much time saved, how much stronger the slight tie created, if every impression had been positive, had been favorable, instead of one neutralizing the other to ever so slight a degree.

Walk through this office, into the factory, into the stockrooms, into the plant, see the clerks with hats off, neatly and fittingly clothed, alert,

they look the part, they are a part of the scheme of the house.

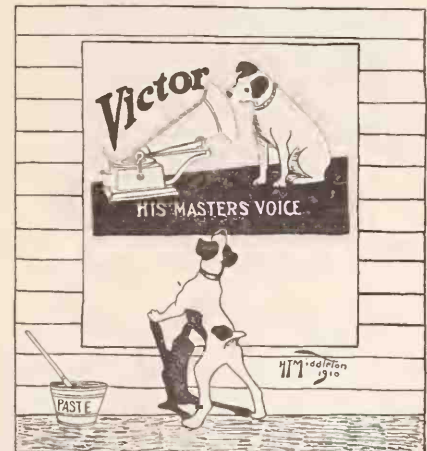
Go into another factory. The foreman lounges against the wall, his street hat on his head in the middle of the afternoon, giving his orders in a do-it-or-get-out sort of a way. He may be capable, he may be a high-class man, he may be a comer, but he doesn't "look the part."

A man may have merit and still not "look the part." Why not avail yourself of both these adjuncts to success?

It simply requires the thought and care of your personal self that you owe to yourself and to those whose lot is cast with you in the business place or in the home.

Don't overdo it. In this case sins of commission are greater than sins of omission. Don't be a fop, a featherhead; walk and look like a man.

Can you afford to sacrifice anything, any detail, no matter how seemingly trivial or insignificant that has bearing on your personal success in your chosen line? asks Geo. W. Wilkie. I don't believe you can.



## CANINE REPORTEE.

A talkative young doggie,  
Who spied this poster gay,  
Thought he'd stop and have a chat,  
And so he yelped out: "Say!  
How do you like your job up there?  
Do you think you'll make a hit?"  
Sir Victor cocked an ear and barked:  
"I'm simply stuck on it."

—HOWARD TAYLOR MIDDLETON.

## SINGING TEST BY WIRELESS.

Mme. Mazarin's Voice Is Fairly Audible in Metropolitan Tower.

Another test of the wireless telephone as a means of transmitting the singing voice was tried last week with some success by Dr. De Forest. Mme. Mazarin, of the Manhattan Opera House, sang the "Habanera" from "Carmen" into a transmitter at the laboratory, at 103 Park avenue, while a group of newspaper men and others interested gathered in the Metropolitan tower to await results.

Each person present was equipped with receivers which covered both his ears, and at times the singing was fairly audible. Sometimes one could even catch the full tone of the voice. Usually, however, there was but a dull blur of sound. The experiment was interesting as an experiment, and seemed to indicate that the invention was making progress.

Your smile, your hand, your encouragement, may be all some fellow needs to land at the top. Many a man expects you to recognize his worth.

## WITH THE TRADE ON THE PACIFIC COAST.

Talking Machine Business Picking Up Steadily and Dealers Well Pleased—High-Grade Goods Have the Call—Wiley B. Allen Co. Department Forging Ahead—Sherman, Clay & Co. Activities—Heine Piano Co. Want to Sell Out—Columbia Co. News.

(Special to The Talking Machine World.)

San Francisco, Cal., March 4, 1910.

Business in talking machine goods remained rather quiet all over the Coast up to the middle of last month, and has only begun to pick up noticeably during the last week or two. After the record of sales set last year, dealers feel greatly encouraged for the future of the business in this territory, and confidence is everywhere expressed that there will be a greater expansion during the next few years than ever before. The most remarkable change last year was the way in which the demand turned to high-class goods, sales of the cheaper class of goods being on the wane, while high-class articles, both machines and records, gained steadily in favor, bringing an enormous increase in the amount of money involved in the business. This feature promises to be even more marked this year, the best of the new records meeting with a large sale. The wholesale business has increased greatly, as retailers are now getting their stocks in shape for the spring business, and their orders include a larger proportion of high-priced goods than ever before.

James Black, manager of the talking machine department of the Wiley B. Allen Co., reports a marked improvement in the local business this month. This department, though it was only started a few months ago, is now becoming familiar to the company's customers, and with the exception of a dull period after Christmas has had a steady growth. A large increase has been made in the stock in preparation for the spring rush, and Mr. Black is enthusiastic over the prospects for the next few months. Mr. Black states that the talking machine departments in all the branch stores are giving an excellent account of themselves, especially those in Oakland and San Jose.

F. P. Corcoran, a well-known talking machine man of the North, who has for some time been with the D. S. Johnston Co., at Seattle, is now in the department of the Wiley B. Allen Co. His work has been mostly with the high-class trade, specializing on Victrola machines and red seal records, and his work with the Wiley B. Allen Co. is expected to show good results along these lines.

Andrew G. McCarthy, treasurer and manager of the talking machine department of Sherman, Clay & Co., has been for the past week calling on the company's Northern connections, in company with Philip T. Clay. Mr. McCarthy is making a thorough inspection of the Northern trade, and outlining plans for the conduct of the year's business in that district. He will be back in the city early this month.

Sherman, Clay & Co. recently placed their branch in Tacoma, Wash., in a new store. Special attention has been given to the talking machine department, which has quarters on the ground floor, and carries a very complete stock of Victor goods. Their store in Oakland, Cal., is enjoying its usual success in this department, the demonstration rooms being kept occupied practically all the time.

Mr. Wales, who opened the talking machine department of the Heine Piano Co. when the new store was occupied last fall, is now with the Hauschildt Music Co., under Mr. Hansen. The company have greatly increased their stock at the local store, in preparation for the spring trade, and now have one of the largest stocks of records in the city. The general offices of the company were moved from Oakland, which was formerly the main store, to San Francisco this week.

Some of the piano dealers who have been more or less in the talking machine business are coming to believe that it is rather a difficult matter to give personal attention to both lines at once, and also that it is not always easy to find a competent man to take charge of a talking machine department for a firm engaged in the piano business. The Heine Piano Co., which started a department on moving downtown, have not been entirely satisfied with the results, and Mr. Heine announces that he would like to sell this part of the business in order to give more attention to his other interests. Mr. Heine, however, is still giving some attention to the automobile business, in addition to the piano store, and is kept very busy with these two lines. He has not yet found anyone to take up the proposition, but expects to do so within a short time.

Peter Bacigalupi & Sons have added considerably to their stock of Edison goods by taking over what was left of the Kohler & Chase retail

stock, as well as that of the Falkenstein Music Co., at Fresno, Cal., which sold their piano department to Kohler & Chase. Mr. Bacigalupi reports trade rather quiet since the rush on Harry Lauder records in January, but the wholesale department now presents a fairly busy appearance, as orders from the outside trade are beginning to arrive in good shape. The local store had a fine window display in honor of Washington's Birthday this week, which attracted many visitors to the store. A visitor this month has been W. A. Voltz, representing the National Phonograph Co., of Orange, N. J.

Willis S. Storms, outside man for the Columbia Phonograph Co. in California, has been calling on the trade in the southern coast district for the last month. W. S. Gray, the Coast manager for the company, has been spending the week in Los Angeles, but is due here in a few days. Mr. Gray has found a downtown location for the wholesale department, and if present negotiations reach a satisfactory conclusion, will be located there before the end of March. While the present retail arrangements are quite satisfactory, it has been realized for the last few months that the Van Ness avenue quarters were too far from the business center for convenience, even in the wholesale line.

The Columbia business in this State is steadily expanding. Two more piano dealers in Los Angeles have taken up this line since last month, and the arrangements in northern California are extremely satisfactory. Kohler & Chase, in addition to carrying Columbia goods exclusively in the local store, have placed the line in their Sacramento branch, and will make a similar change in Oakland next month. This gives the Columbia practically a new chain of stores, and the high standing which Kohler & Chase have always enjoyed in this district will be of material assistance in handling the line.

The Bruce-Brown Co., who bought out the talking machine department of Kohler & Chase's store in that city several months ago, have sold out to the Eilers Piano Co. As the Eilers house has for some time handled the jobbing business in Columbia goods in that territory, the addition of this business, in which Edison goods formed most of the stock, will place it in a leading position in the talking machine trade.

### EVIDENCE ON A PHONOGRAPH.

What Witness in Will Case Said Preserved for Use in Other Courts.

(Special to The Talking Machine World.)

Boston, Mass., March 5, 1910.

Attorneys for the Glover brothers, who are seeking to break the will of their brother, Clarence L. Glover, who was shot and killed in his laundry at Waltham several months ago, have preserved the testimony of one of the witnesses on a phonograph record for future use in case the latter dies and it becomes necessary to repeat what he said.

The witness is Thomas Coffey, a salesman in a local sporting goods store. On February 17, the day following his appearance as a witness in the will case, he went to a hospital and underwent a severe surgical operation. He is still at the institution. Should he die and it become necessary to introduce his evidence again in any court proceedings then the phonograph record will be produced and an effort made to secure its introduction.

Coffey testified that a woman answering the description of the murdered man's widow purchased the revolver with which Glover was shot. Considerable latitude was allowed by the Probate Court in the trial of the will case in the character of the evidence introduced, much of it implicating Mrs. Glover.

The person accused by the State of the murder is Hattie Leblanco, a sixteen-year-old girl employed in the Glover household as a maid. She is awaiting trial on a murder indictment. Glover made an antemortem statement accusing the child of shooting him.

## What a Successful Jobber Means

Our success of 1909 has spurred us to greater activity to increase our facilities to better care for dealers' orders. Every practical device known to the Modern Talking Machine House is in use here to assist in despatching orders quickly, completely and in factory condition.

**LEST YOU FORGET.**—The promptness with which your jobber fills your orders and the quality of the goods sent is a great factor in deciding whether your customer will come back to you or go somewhere else for his next purchase.

We point with pleasure to our hundreds of successful dealers who buy from us year in and year out, because they can depend on our service and quality. Send us your orders and share in our success.

### EASTERN TALKING MACHINE COMPANY

Victor Distributors

177 TREMONT ST., BOSTON, MASS.

Edison Jobbers

# Do you realize

what the widespread Victrola advertising means to you?

You can make it work overtime and produce big profits if you will.

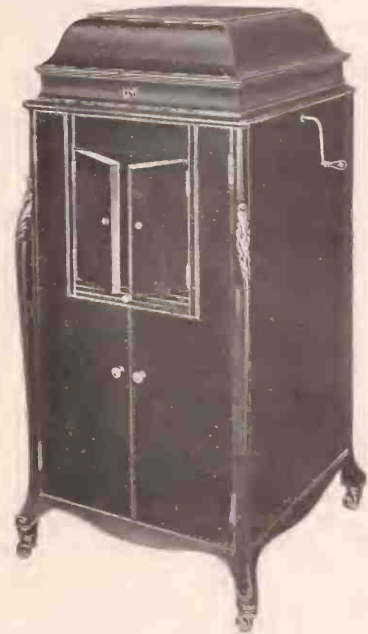
Here are some suggestions which will help you to sell the Victrola. Make a list of all the people in your town who can afford a Victrola. Arrange for a Victrola concert at their homes. Select a pleasing program from the instrumental, comic and operatic Victor Records, remembering that rich people enjoy fun as well as grand opera. Explain the various records as you play them, and tell entertainingly about the singers and musicians.

That is possible and reasonable, Mr. Dealer, *and it will bring results.* Why not get a Victrola from your distributor at once, and try this plan? You'll sell that one and probably many more.

And just think of the Victor Records these wealthy people will buy.



VICTROLA XII. Mahogany, \$125.



VICTROLA XVI.  
Mahogany, \$200. Quartered Oak, \$200.  
Circassian Walnut, \$250.



## Victor Talking Machine Co.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

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

Full information can be obtained from the following Victor dealers:

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

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

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

**Speaking of the Grafonola—we have  
been inviting the reading public to make  
comparisons. They are doing it. And  
that settles it.**



### A TALK WITH EMILE RINK.

General Manager of Fonotopia Co. Speaks of Courteous Reception Here by Columbia Co. Officers—American Records Sold Too Cheaply—Better Prices Obtained Abroad—Political Situation in England Upsets Trade—No Important Litigation Now in Foreign Courts—His Future Plans.

Just before the sailing to Europe on March 2, aboard the "Mauretania," of the Cunard line, The World had a talk with Emil Rink, general manager of the Fonotopia, Ltd., London, Eng., the parent company, and director in the subsidiary concerns, Societa Italiana di Fonotopia, Milan, and the International Talking Machine Co., Berlin, Germany, where the factory is located, and his temporary home. He said:

"Though I am residing temporarily in Berlin, my permanent home for the past thirty years has been in London. I make frequent trips to Milan, where we have a small company, but our manufacturing is done in the German capital. I expected to get through here within two weeks, but the officers of the Columbia Phonograph Co. were so kind, courteous and attentive that my stay has been prolonged one more week than I calculated. It was special business that brought me over, of which you may hear later.

"In Europe the year 1909 was very satisfactory, indeed," continued Mr. Rink, "and if 1910 is as good we shall be pleased. Of course, it is a little too early to say much about how trade will develop, but the indications are it will be excellent. You know, like here, conditions have been steadily improving, and we are on the upgrade again. Confidence is practically restored and I do not look for any setback.

"If you recollect, when I was in this country before I stated that, in my judgment, the American manufacturers were selling their records at too low a price. Considering the high quality goods made by all the companies here they are certainly making a mistake in selling 10-inch records at 60 and 65 cents. In Europe we get \$1.25 and \$1.50 for our records, and have no trouble whatever. Recently we placed on the market a 75-cent record, thinking possibly there might be a demand for it. It sold so slowly that we came to the conclusion that there was no particular field for it, as the sale of our higher-priced goods was not curtailed in the slightest.

"We aim at quality, and we maintain it, and I firmly believe now as I did then, that the buying public appreciates the effort. Of course, our 75-cent record is confined to popular musical selections of the lighter kind, but we would have been just as well off if these goods had never been brought out. In other words, we consider it a mistake, and, as I said before, I have no reason to change my mind regarding the policy of the American manufacturers and cheap prices. I understand, further, that the best and largest volume of trade for the past six months in the United States is due to the offering of higher-grade and higher-priced lines. This should be conclusive proof of my contention.

"So far as copyright laws are concerned in relation to the talking machine business in Germany, a bill of this character is now being prepared by the government—the Minister of Justice being entrusted with its framing—and probably it may have been introduced in the upper house by now. At any rate, the bill will go through both branches—Bundesrath and the Reichstag—by June 1. To be sure, it will go through as a government measure, or, as it is termed in Great Britain, a private bill.

"Now, do not confuse this legislation with the case now in court to determine the status of the existing law. This is now before the courts, I believe, in the final stage or on appeal, as you might say: and is between two music publishers and a party who used the copyright work on the records.

"Owing to the present political confusion in Great Britain, the outlook for a new copyright law is not very bright. Possibly you know the Ministry are hanging on by their teeth, with the Irish members of the House of Commons dominating the situation. Until a financial bill goes through little, if anything, will be accomplished, and the copyright bill may be lost sight of. Not anything more has been done than the filing of the very elaborate report on the part of the copyright committee of the Board of Trade. As you know Great Britain is one of the signatories to the Berlin convention of 1908, in which they are pledged to carry out its recommendations in legislation by July, 1910. Perhaps this may be done, but it is doubtful, and probably under the circumstances the English Government may have their pledge fall without further comment.

"In litigation there is nothing before the European courts affecting basic or fundamental conditions in the talking machine business. Yes, the only suit in this classification is that of the conical, or tone arm, in Austria. The lower court, or the court of original jurisdiction, has sustained the validity of this patent. There is one appeal to a higher court, to have this decision reviewed, and I think that is now being looked after. You see, in Austria those courts only handle patent cases, the same as the bill introduced the other day in your Congress to create a patent court. General law cases never come before them.

"I go to London first for about a week, and from there to Berlin, and I am glad to get away, although I always enjoy my visit to America. I have been busy every minute, and I want to thank The World for the courtesy of this pleasant chat."

### USING SLUG IN SLOT UNLAWFUL.

New Ordinance Passed by the Civic Authorities of Denver Protects All Kinds of Machines Operated by Nickel in the Slot.

(Special to The Talking Machine World.)

Denver, Col., March 4, 1910.

Slipping a slug, coin or button into a telephone, music, phonograph, fortune telling, punching, weighing, lifting or any other kind

of machine to beat the owner out of the service will be punishable, on conviction, with a fine of from \$5 to \$100, under an ordinance which the Board of Supervisors passed last week.

The ordinance was introduced by Supervisor Webb at the instance of those who have suffered from the practice of beating such machines since they came into vogue. Whether or not the slot game machine will come under the ordinance appears to be a question, since it might be held to be a gambling device.

### VICTROLA CONCERTS FOR STUDENTS.

Dean Cowper Permits the Students at Drake University to Listen to Stars for Benefit of Drake Conservatory—Delighted with Their Experience.

The greatest assemblage of stars that ever appeared together in concert delighted a large audience of Drake University students in the Auditorium in Des Moines, Ia., recently. All the great singers of the present day who have thrilled multitudes in every corner of the globe with their phenomenal voices were gathered together under one roof. Madame Patti thrilled her audience with her beautiful rendition of "Home, Sweet Home," and a few minutes later Caruso, the world's greatest tenor, was winning storms of applause from an enraptured audience. And all for the benefit of the Drake Conservatory of Music.

Holmes Cowper, dean, has started an innovation in the way of a musical education which promises to win great favor with his students. Operatic stars are hard to get in Des Moines, in person, but modern ingenuity has made it possible to bring their beautiful voices here, and the result was a Victrola concert in the university auditorium Wednesday. Through the courtesy of Chase & West, who loaned one of the instruments for the occasion, Mr. Cowper was able to give his students a regular metropolitan concert. A very fitting and instructive program was arranged, beginning with the old Italian opera as sung by Madame Sembrich and the modern by Caruso and Farrar. The beautiful voice of Madame Schuman-Heink was heard in the old French opera and the modern was sung by Melba and Calve. Selections in German were given by Van Rooy, Gadske and George Hamlin, and the program ended with an oratorio by Louise Homer, Evan Williams and others. The students are very enthusiastic over the new idea of Dean Cowper's and are looking forward to a similar entertainment with a great deal of pleasure.

If you wish success in life make Perseverance your bosom friend, Experience your wise counselor, Caution your elder brother and Hope your guardian genius.

The best salesman is the repeater. The one-time wonder-worker may show a burst of speed and make a hit with the boss at the start, but the repeater is the one who stays longest on the payroll and draws the fattest salary.

## TRADE NOTES FROM ST. LOUIS.

Trade in Excellent Shape with Increasing Demand for High Priced Machines and Records—Grand Opera Helps the Record Trade—Grafonola Regents for Chapter Houses—Auxetophone for Noted Restaurant—Ryan Buys Phipps Stock—Many Dealers Call This Month—Other News Worth Noting.

(Special to The Talking Machine World.)

St. Louis, Mo., March 7, 1910.

The talking machine business is good, and these reports are very uniform. The trade reports that the demand for high-class goods is improving right along. They all state that they had a good demand for the high-class opera records during the month, due undoubtedly to the season of grand opera we had during that period.

The St. Louis Talking Machine Co. are experiencing a remarkable run on the Victor special new "Miserere" record, sung by Caruso and Mme. Alda. They sent out a letter devoted entirely to this splendid record, and by evening of the day this record was placed on sale they were entirely sold out and were obliged to telegraph for a fresh supply. The very striking three-column ad. of the Victor Co. announcing the "Miserere" had a wonderful pulling power, and the St. Louis Talking Machine Co. ran about the same size ad. directly beneath the Victor Co.'s.

Remarkably good business in February, better than in the same month last year, is reported by Manager O. A. Gressing. The demand for records of the late titles was very heavy. A phenomenal business is reported on Victrolas, three being sold in one day, and only the fact that the factory has been behind on filling orders for this instrument has prevented this firm from making a still better showing. This company took excellent advantage of the recent engagement at the Garrick Theater of the Layolles French Grand Opera Co., of New Orleans. The ad. in the local papers, also the "Grand Opera" Victor ready-made window display, featured "Grand opera at home on the Victor."

L. A. Cummins, traveler for the St. Louis Talking Machine Co., just returned from a three weeks' trip and found conditions more active than ever before at this time of the year. The dealers throughout the territory he covered are doing a splendid business and the outlooks for continued prosperity were never better. Several excellent new accounts were opened by Mr. Cummins on this trip. S. H. Johnson, also of this firm, had a record-breaking month, and several Victrola sales were placed to his credit in addition to the smaller machines.

Visiting dealers at the St. Louis Talking Machine Co. were J. Ed. Black, Springfield, Mo.; John Winkler, Mascoutah, Ill.; F. Meyer, Carlinville, Ill.; Otto Funk, Hillsboro, Ill.; R. W. Young, manager, Parks Music House, Hannibal, Mo.; G. F. Trescott, Winfield, Mo.; Joe Hilliard, Hot Springs, Ark.; Mr. Ellison, of Ellison Bros., Hickman, Ky.; Wm. Mosby, Newport, Ark.

Marks Silverstone, of the Silverstone Talking Machine Co., reports having had a good trade all through the month of February, and that the outlook is good.

D. K. Myers, the Zonophone jobber reports that trade is fair, but that the bad weather during the month hurt it to quite an extent. He is looking for a nice spring demand.

Manager Robinson, of the talking machine department of the Thiebes Piano Co., reports a good business for February, and that the demand for high class instruments and records is particularly good.

Manager Walthall, of the Columbia Phonograph Co., reports another sale of a Grafonola Regent (Library table), to the Lewis Publishing Co. This company are buying the Columbia product exclusively. The Regent is used in all the hundreds of Chapter houses being erected over the United States, which are being erected and equipped by the Lewis Publishing Co. for the local Chapters of the American Women's League. Mr. Walthall also reports the sale of a mahogany Grafonola Regent to ex-Gov. Lon. Stephens, with a fine selection of records.

District manager W. C. Fuhri, of this company, spent some days in St. Louis on his return from a trip West extending to El Paso, Texas.

S. Jacobson, former salesman with the Columbia Phonograph Co. at Louisville, is now connected with the local store in the same capacity.

Chas. Kauffmann, traveler for the Columbia Phonograph Co., spent a day here recently, having returned from a profitable trip of four weeks through northern Missouri. He left on about a two months' trip through Illinois.

F. L. Scott, manager of the Dictaphone department of the Columbia Phonograph Co., reports business as being good. He returned recently from a business trip to Paducah, Ky.

Oliver Jones, credit man for the Victor Co., between trains spent a short visit with Manager Gressing, of the St. Louis Talking Machine Co. Mr. Gressing is preparing to leave on about a week's trip through western Missouri and parts of Kansas.

Lyle P. Connor, of White Hall, Ill., is one of the most enthusiastic Victor dealers in southern Illinois. He has conducted several Victrola recitals with marked success. The recitals given were before the Woman's Club and different church societies.

G. C. Hawkins, Victor dealer at Decatur, Ill., with the assistance of Mr. Cummins, of the St. Louis Talking Machine Co., placed an Auxetophone in the Grieder Cafe, the most prominent restaurant in Decatur. A very large program was rendered and the Auxetophone has proven itself an exceptional means of attracting trade and interesting the patrons.

The Koerber-Brenner Music Co. report having had a good business during February, and state that they are having a strong demand for the high-priced machines. W. A. Brenner, secretary of this concern, left on Monday night, February 28, for a three weeks' southern trip.

The H. A. Phipps Piano Co. sold their stock of pianos and talking machines to M. I. Ryan, of this city, on Friday, February 25, for \$8,000.

Miss Sadie Rosenblatt, manager of the talking machine department of the J. H. Buettner Furniture & Carpet Co., reports trade as quite active during February, with a good demand for the best goods.

## WHY NOT OPERA IN THE HOME?

Thus Criticism of Opera Methods Will Cease and Every One Can Hear Their Favorite Artists.

Season after season the admirers and supporters of opera in New York seem to like to find fault with the management of the opera houses. The complaint may be due to lack of new operas, poor stage management, change of singers—whatever it may be, "kicks" are never ending, and this is illustrated in the many letters on this topic in the local papers. Commenting upon this situation a reader of the Evening Sun has this to say on the subject:

"An Opera Lover's Complaint" forwarded you by 'A Victim' makes me laugh, not because it is not a serious matter—oh, no; but because of 'A Victim's' wail: 'What patient idiots we grand opera lovers be!'

"Now every time I open a paper I find a 'kick' coming from a 'grand opera lover.' I'm not one myself; that is, one that gets into 'the push,' so that may account for it; but if eternal kicking means patience, I have to be shown!

"My remedy is to have such grand opera as I desire served—like the milk and the groceries—at home on the talking machine.

"Why don't some of these 'knockers' try that and save wear and tear on their 'idiotic patience' and on their evening clothes?"

Men who originate are coming into their own. A good deal is said about inventors, original advertisement writers, creators of trade literature, etc., not receiving adequate reward for their work. But they are beginning to be recognized as worthy of a share of the profits.



## Learn Spanish, French, German, or Italian

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

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; 14-inch brass horn; special hearing tube; recorder; reproducer; speaking tube; winding crank; camel's-hair brush; blank cylinders on which to make phonographic recitations; and 25 Conversational Records, teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of languages. The new Outfit is the best and cheapest ever offered—the price being only \$35.

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

International Correspondence Schools

Box 918, Scranton, Pa.

# EDDI

This big double-page magazine advertisement is just a sample of what we are doing every month in all of the principal magazines, and every week in all of the principal newspapers throughout the country, to teach the more-than-eighty-million American citizens that there is no full, life-size money's-worth in any sound reproducing instrument but the Edison Phonograph.

You've got every argument on your side; the permanent sapphire reproducing point that never needs changing, and the *double ability* to play both Edison Standard and Amberol Records, Slezak and the Amberola *and the name Edison*.

This is the biggest advertising campaign that has ever been launched in the interest of a sound reproducing instrument, and it is creating a big general national demand. It's your job to take advantage of this demand, and supply it in your territory.



*Slezak  
as  
Rhadames  
in  
Aida*

**Leo Slezak**

JEAN DE RESZKE says:  
"I consider Slezak the greatest living tenor."

Ten years ago Jean de Reszke stood where Slezak stands today—the greatest living tenor. Today Jean de Reszke is the greatest voice teacher in the world, and his opinion is final—he knows.

Hear Slezak sing the greatest of the Tannhauser arias, "Loblied der Venus," in the Edison Phonograph. Also hear the other great Slezak Records from Otello and Aida which he sings exclusively for the Edison.

Edison Grand Opera Records, 75c and \$1.00; Edison Standard Records, 35c; Edison Amberol Records (play twice as long), 50c  
National Phonograph Co., Lakeside Ave., Orange, N. J.

**National Phonograph Company,**



# SON

## The Edison Amberola

Plays both Edison Standard  
and Edison Amberol Records

Price \$200

Other types of Edison Phonographs  
\$12.50 to \$125

The Amberola is the newest and most beautiful Edison Phonograph. It offers two things that no other sound-reproducing instrument of the cabinet or any other type can offer—the wonderful voice of Slezak in the great arias from *Otello* and *Aida*, in which he proved himself the world's greatest tenor; and Amberol Records, the longest playing Records made.

Made in several finishes of mahogany or oak.

There are Edison dealers everywhere. Go to the nearest and hear the Edison Phonograph (particularly the Amberola) play both Edison Standard and Amberol Records. Get complete catalogs from your dealer or from us.

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

The Edison Business Phonograph means shorter hours for the business man



This advertising will be many times as effective if your local advertising is on the job to help it out. Show your share of the eighty-million the way to your store. Don't let them just *want* an Edison Phonograph—get them to supply that want through you.

Use your local newspapers, use your printed matter—make your mailing list work. Make your windows tell the story of the complete Edison line—a Phonograph for everybody from \$12.50 to \$200.00.

Besides, Edison Standard and Amberol Records of every kind of music for every musical taste from “rag” to Grand Opera.

Be able to back up the story with the goods—keep your stock complete.

Your Edison jobber will take care of you.

What we want from you is co-operation, team work.

Concentrate on the Edison.

59 Lakeside Ave., Orange, N. J.



EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

Trade Representatives: GEO. B. KELLES, W. T. DYKES,  
L. E. BOWERS, B. BRITAIN WILSON, A. J. NICKLIN,  
AUGUST J. TIMPE, R. W. SIMMONS.

Boston Office: ERNEST L. WAITT, Colonial Bldg.

Chicago Office: E. P. VAN HURLINGEN, 156 Wabash Ave.

Philadelphia: Minneapolis and St. Paul:

R. W. KAUFFMAN.

ADOLF EDSTEIN.

St. Louis:

San Francisco:

CHAS. N. VAN BUREN. S. H. GRAY, 88 First St.

Cleveland: G. F. PRESCOTT.

Cincinnati: JACOB W. WALTER.

London, England, Office:

69 Basinghall St., E. C. W. LIONEL STURDY, Manager.

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NEW YORK, MARCH 15, 1910.

**T**HE collection end of any business is most important—it is vital and it may be taken as a trade axiom that the man who is not a good collector is not good in meeting his own obligations.

Now, when talking machines are sold on the instalment basis it is necessary that a system be inaugurated whereby collections should be made with regularity and precision.

There is a vast difference in the management of collection departments.

We know of some houses that have such a perfect system inaugurated that but a small percentage of their accounts are permitted to fall in arrears.

They impress upon their customers the necessity of meeting their instalments precisely as agreed and there is no question but that the more religiously these rules are adhered to the better it is for everyone interested.

A good collection department is a business essential which should not be overlooked.

**H**OW many merchants who have failed during the past ten years have had good collection systems in vogue?

If you look over the list you will find but few of them and we have frequently heard criticisms expressed by those who have managed the estates of bankrupts and they have voiced great astonishment at the laxity existing in the collection departments.

We might go a step further and say that the man who is not a good collector is not good in meeting his own obligations.

It usually works out that way, for the man who is careless and indifferent in his own affairs usually manifests exactly the same feeling in his dealings with those from whom he makes purchases.

Now, talking machines or any other product of human skill and brains, are not well sold unless they are sold to people who will meet their deferred payments promptly.

There is nothing like teaching men the necessity of meeting obligations, and when once they have learned the lesson they are agreeable and nice people with whom to do business.

**T**HERE is no question but that any industry will be bettered by rules in the collection departments whereby purchasers are compelled to live up to their obligations with exactness.

If a purchaser finds that a concern is not looking after him on the very day when he is to meet his payment he grows careless and indifferent and after a little while two or three instalments are scored up against him, and with the debts growing heavier all the time they become more and more difficult to meet.

We should say that there is nothing more valuable to a business than an up-to-date credit system which is maintained in perfect working order.

A concern which has maintained this condition is always a safe business risk and the man who is careless in his own affairs will be careless with others.

There is nothing which discredits a man more, save rank dishonesty, with the people from whom he is asking financial favors, than careless and lax methods, and the man who is careless in his dealings never knows how he stands.

A man who puts in force a collection system which compels his customers to live up to their obligations is the man whom people are anxious to sell.

That's the kind of men jobbers like to see on their books, and pray why should they not?

They represent a safe and sound business class.

**T**RADEREPORTS from dealers show that business for February was considerably ahead of the same period a year ago.

The outlook is excellent for better business conditions as the season advances.

Evidences of national prosperity are the almost doubling of individual bank deposits in the last decade—the constant increase in transportation, facilities and equipment—the possessions in this country, according to Government statistics of almost half of the world's money wealth—the prosperity of farming communities and the full day and full force activity by manufacturers after a period of marking time.

Of course, men will say that the cost of high living cuts into trade.

Naturally it does, but still it does not pay to slow up in selling energy simply because we have to face unpleasant conditions.

It should rather stimulate one to harder work.

There is trade to be secured and those who are most active will be the ones who will capture the lion's share.

There is no doubt of that.

It therefore behooves the talking machine to act and to act at once.

**W**E hear very little about copyright nowadays.

In fact, the mention of the word is infrequent in trade circles.

Formal notices have been given that a slight increase in cost to conform with the royalty will be made on copyright records by some manufacturers while others have made no announcements.

The subject does not seem to interest the dealers, and this condition is brought about by the fact that few copyright records have been placed on the market since the new act went into effect in July, 1909.

Certainly, the copyright situation has not disturbed business conditions.

**R**ECENTLY we were discussing trade conditions with a jobber who complained rather bitterly over the dullness of trade.

He said that business had fallen off very materially with him during the past year and he saw nothing in the future to encourage him as to the coming of better conditions.

Chatting further, we found that during the past six months he had expended but precious few dollars for advertising and had drawn in, cutting off here and there until he had actually separated himself from the live purchasing world all about him.

Now, what could be expected?

The logical result, of course—business stagnation.

It will come to anyone who pursues such a policy.

A jobber to-day cannot expect that the trade will come clamoring at his doors for stock unless he does something himself to stimulate and interest them.

**I**F the jobbers of this country to-day withhold from all lines of publicity and the manufacturers do the same they will find that business will be absolutely stagnant and it would take the expenditure of vast sums of money to resuscitate it.

People would cease to be interested in talking machines.

Every level-headed, progressive business man will admit the truth of this statement, and if the jobber to whom we have referred will inject a little ginger into his business acts—spend a little money for publicity and get out of his shell, maybe he can win back the trade which he has lost.

We have some energetic hustling jobbers in this country and they never miss a chance to secure trade.

They win it from the fellow who is slack in his methods and non-progressive in his views every time. Of course, they do, and if things keep on the same way the business will be in the hands of fewer men, but men more wide-awake and keenly alert.

Sound truth is it not?

You have got to spend money to make money, and if a man shows no faith in his own product by refusing to advertise it and to let his constituency know that he is in business, results for him will be barren, and they should be.

There is no use in holding back in trade policies and there is no good reason why the men should win who conduct business on indifferent and antiquated lines.

## TRADE IN SOUTHERN CALIFORNIA.

February Business Rather Quiet, But Dealers Satisfied—Southern California Music Co. Add Foreign Records—Makes Goods With Mexican Records—Druggists Handle Talkers—New Fields Opened—Activities of the Dealers—Expansion the Rule—General News of Interest During the Month.

(Special to The Talking Machine World.)

Los Angeles, Cal., Feb. 28, 1910.

The close of February is quieter than that of January, although not unpleasantly so. There are many reports of favorable sales, especially in high-priced goods, such as Victrolas, Amberolas and Grafonolas. The jobbers have had an unusual demand for the new issue of records. Sherman, Clay & Co. are receiving many orders for the new Victor Red Seal records, among which the new Miserere Duet by Alda and Caruso seems to be the favorite. The Victor exchange on records has kept the local dealers somewhat busy.

The Southern California Music Co. have added a stock of foreign Edison records to their wholesale department. The new Chinese Amberol records are expected to create some new business for the Edison dealers on the Coast owing to the great number of Mongolian settlers.

The Columbia Phonograph Co. are expecting a shipment of Regent Grafonolas. They have orders to cover the entire number which is due. A new catalog of Mexican discs has been received.

Max A. Schiresohn, whose store is located at 367 North Main street, is the most popular man among the Mexican populace of the city, his place being located close to the Latin quarters. His stock consists of a complete catalog of Mexican and Portuguese Edison records, to which he now expects to add the Amberol Chinese records.

The druggists of California have not been slow to realize the value of the talking machine as a side line. For several years past many of the most successful dealers in the smaller towns have been the druggists with the phonograph stock. Several new Edison agencies have been placed with druggists. At Tulare, Cal., Ryan & Dame are new dealers who are starting in to the Edison business with a splendid stock of machines and records.

Fred G. Booth, at Pasa Robles, has taken over the agency of O. C. Gray & Sons, and will give this branch of his business a separate section in his drug store.

Mr. A. B. Russell, with the Cody Pharmacy, of Merced, visited Los Angeles together with Mrs. Russell.

The oil industry of Central California has brought many new towns into prominence and afforded new fields for dealers. Hefton & May, of Coalinga, the oil center, have doubted their stock to enable them to supply their fast-growing trade. The complete Edison line from Gem to Amberola is carried by them.

The Willow Furniture Co., of Bakersfield, have moved their Edison department to the front of the store, where they have much better space for displaying the line, and have added a repair department, which is doing very nicely.

George Snyder, of East Bakersfield (formerly Kern), has one of the largest stocks in the valley, and has increased his selling staff by engaging Miss Grace Johnson, who will devote her time to the talking machine trade.

Dusy & Lawrie, Inc., Selma, Cal., have doubled the size of their talking machine department, which is given to Edison grades exclusively.

An item of interest is that E. Muschewske, of Colton, Cal., has admitted to partnership George White, who is well-known in that section and will add strength to the firm which will be known as Muschewske & White, who will handle an odd but very successful combination of harness and phonographs.

The Mexican trade of Riverside has grown to a great volume with the South California Music Co.'s branch in that city. Señor Rafael Zavala is now in charge of that trade.

Mme. Schumann-Heink, the great contralto of Victor Red Seal fame, recently purchased a large ranch in San Diego County, where she expects to spend much of her time when not on concert tours.

The Hemet school directors recently purchased a large Victor and a number of records, which they are to use for educational purposes in the schools of that section.

The new Victor record catalog is looked upon by the dealers as one of the greatest lists of records published anywhere.

## GETTING AFTER PRICE CUTTERS.

National Phonograph Co. Pressing Suits Against Breakers of Agreements in All Parts of the Country—Those Concerns Who Have Been Restrained or Enjoined—Violations of Conditions of Sale Always Prosecuted.

A formidable list of cases against dealers for either price cutting of Edison goods or of other violations of the National Phonograph Co.'s conditions of sale appear below. The suits cover practically the United States, the courts again and again indorsing the selling agreement between themselves and their dealers and jobbers, and the law on the subject seems so firmly settled that opinions are seldom written, but the decrees are issued forthwith by the Federal courts. The proof of this is contained in the number of restraining orders or injunctions, or both, that have been granted against the following defendants:

Jacob Kaufman et al., Pennsylvania; William A. Pike, Massachusetts; W. Schlegel and Thomas N. McNevin, doing business as Schlegel-McNevin Piano Co., Iowa—this case was appealed, but the lower court's order was upheld; the Wittman Co., Nebraska (two cases); The Fair, Chicago; Frank H. Woodbury, Missouri; Benj. Switky, New York City; Richmond Pease, New York City; Frederick Sudbrink, trading as Winthrop Cycle Co., William Sudbrink, Marcus Seliger and Magnus L. Peiser, New York City; Philip Marcus and Frederick B. Van Vleck, individually and as trustee in bankruptcy of the estate of Philip Marcus, Brooklyn, N. Y.; Fred G. Schaefer, Philadelphia, Pa.

John F. Molloy, Connecticut; Wright-Metzler Co., Pennsylvania; Joseph G. Williams, Massachusetts; Donnelly & Fahey, Rhode Island; Gent & Eagen, Pennsylvania; Mosley Auction & Storage Co., Fred M. Lord and Robert Simmons, New Jersey; George Raymond, doing business as Ray-

mond Syndicate, Massachusetts; Henry Spahr, New Jersey; Woodard-Clarke & Co., Oregon; S. Polmer, Massachusetts; Harry C. Hopkins, doing business as H. C. Hopkins & Co., New Jersey; Paxton & Baker, Indiana; Thomas C. Hough and James A. Latta, trustee in bankruptcy of the estate of Thomas C. Hough, Minneapolis, Minn. Jacob Keen, Philadelphia, Pa.; American Motor & Cycle Co., Michigan; Lemuel L. Bair and Carolina E. Bair, Indiana; S. S. Baldwin, New York; Scott Bonham, receiver of Ilsen & Co., Cincinnati, O.; Charles F. Brooks, New York; Herbert E. Crandall and John W. Jamison, doing business as the Crandall Sales Co., Pennsylvania; William R. Gates, Michigan; Andrews Hallet, Massachusetts; W. B. Larrimer, Indiana; Amos B. Palm, Pennsylvania; Frantz Prikovitz, New York; Porch Bros., Johnstown, Pa.; C. A. Richmond and Sterro-Photo Co., New York; J. H. Webb, doing business as Webb's House Furnishing Co., Wisconsin; Helen M. Woodman, doing business as Home Entertainment Club, Massachusetts; Boston Jewish American et al., Boston; Mass.; J. J. Dixon, New York; Jacob Workman, Brooklyn, N. Y.; Morris Workman, New York; George Hausenbauer, Brooklyn, N. Y.; Edward H. Martin, Iowa; John G. Adams, doing business under the name of Philadelphia Record Exchange, Philadelphia, Pa.; Adolph Gloss and Monte Gloss, partners, doing business as A. Gloss & Son, Chicago; Homer C. Ingalls, New Hampshire.

## CLUETT'S "TALKER" PARLORS ATTRACT.

(Special to The Talking Machine World.)

Albany, N. Y., March 1, 1910.

The new talking machine parlors of the Cluett & Sons handsome establishment at 49 State street, this city, are proving a popular place for musically inclined Albanians these days. The rooms are superbly furnished and decorated. Geo. M. Richter, Jr., the director of the talking machine department, is enthusiastic about the growth of business in this city, and has been conducting some excellent advertising in the local papers, in which the new talking machine parlors are featured as well as the Victrola. Visitors from neighboring cities are invited to call. The result of this campaign is that the Victor business with the Cluett house has been exceedingly satisfactory the past month.

Pessimists are always in the rear and never in the van in the march of progress. Successful men and women are never chronic grumblers.

## Purchase Quality Needles

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



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

MANUFACTURED IN THREE STYLES



No. 1. For Soft Playing



No. 2. For Loud Playing



No. 3. For Strong Tone Music

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

Write F. R. REINGRUBER, SCHWABACH, BAVARIA, GERMANY

**This is March, 1910. Look back a year and consider how the Columbia has gained. Look ahead a year and ask yourself some leading questions.**



### TRADE NEWS FROM CINCINNATI.

Gift of Phonograph to Children's Home Causes Joy—Youngsters Interested—Sailors' Club Booms Talking Machine—Victor Goods in Strong Demand—New Store in Covington, Ky.—Columbia Co. Store Busy—Other News of Trade Interest.

(Special to The Talking Machine World.)

Cincinnati, O., March 3, 1910.

A phonograph brought much happiness in the lives of 125 boys and girls at the Children's Home one day last week. The instrument was the gift of Miss Laura McDonald Stallo, of a well-known Cincinnati family. With it was a large selection of excellent records. The machine arrived just as the youngsters returned from school. An attendant tried the machine, and when its notes floated through the institution it was just the same as an assembly call for soldiers. All gathered in the chapel and clamored to hear every piece. The machine paid for itself many times over at that concert, and some day these same youngsters will probably be buyers, if not here, then elsewhere. It is safe to say it was the first time a majority of the audience heard a phonograph.

Mr. Salm, of the Salm Talking Machine Co., 538 main street, is having a bunch of jolly present and former tars of Uncle Sam's navy to help him in selling his machines. They, however, are not on his payroll and have not any understanding whatever about compensation. It all happened this way. Just two weeks ago the sailors of the naval recruiting party formed a sailor's club and its membership is largely made up of former tars. Quarters were secured just opposite Salm's place and the first thing in operation was a talking machine, the horn of which projects from the window on balmy days. The music naturally attracts attention and persons seeing Salm's talking machine parlor readily believe he is furnishing the amusement. Mr. Salm hopes they'll keep it up. He is much pleased with his new location, claiming the sales for records have doubled since moving from Vine street. Mr. Hug, of the National Phonograph Co., and Sam Goldsmith, of the Victor Talking Machine Co., called on him during February.

A feature of the trade in Cincinnati has been the big demand for Lauder records, undoubtedly caused by Mr. Lauder's recent visit to this city. The new Victor Victrolas, No. 12, have been received, and the dealers are very well pleased with them. One of the largest selling Red Seal records ever placed on the market was the new "Il Trovatore" record, the "Miserere," of which hundreds have been sold in Cincinnati alone. There is no question but that Victor owners are beginning to appreciate the possibilities that the talking machine offers them, and while the buyers are more discriminating than they have been in the past, larger individual sales have been made lately than has been the rule in the past when there were more buyers and smaller sales.

A feature of Wurlitzer's retail business during February was the sale of a Victor Victrola to a

local business man, who stated that it was his intention to buy \$1,000 worth of records and the Victrola. An Auxetophone was also sold to the new Orpheum Theater, and this undoubtedly will be a feature of the roof garden that this theater company proposes to operate during the summer season. It is now being used in their cafe with great success.

Arthur Adams has just concluded a deal whereby he will come into one of the best located stores in Covington, Ky., just across the river from Cincinnati. This store, which will be devoted entirely to musical merchandise and talking machine goods will have on exhibition both the \$125 and \$200 style Victrolas, and the new Amberola. His opening order was secured by Mr. Laake, of the Wurlitzer Co.

Manager S. H. Nichols, of the Columbia Phonograph Co., is one of the most enthusiastic talking machine men in Cincinnati over the wholesale and retail trade of Columbia Grafonolas, graphophones and records. With an increased traveling force on the road to take care of the wholesale trade, exclusive dealers are being signed up daily and orders for Grafonolas and graphophones are coming in heavier than any other February for years, with business for March coming in with a rush. The dealers are enthusiastic over the Grafonolas and orders for them come in by telephone and telegraph.

The two-minute and four-minute Indestructible records, with the aluminum tone arm cylinder graphophones to play both of these records, appeal to every owner of cylinder graphophones and every dealer, and their increasing popularity is proven daily by large sales.

Retail business is proving to be satisfactory from many points of view with the high-class Grafonolas and grand opera records leading the sales, and the medium-priced instruments and records coming to the front stronger than any time since the panic, which says in plain words "good times." The improved aluminum tone arm disc graphophones, with the double-disc records, still continue with large and satisfactory sales, which are climbing up every month.

Manager Timmerman, of the Milner Musical Co., believes if the dealers would be constantly active and show the same amount of enthusiasm such as was displayed in February that the Edison factory's output would be a harvest reaper this year. The Milner people have carefully stocked a little heavier than usual and set a higher limit for March. Some ginger has been put into the salesmen and good results are expected all along the line.

John Arnold, 507 Elm street, reports that last month exceeded January in the sale of records. He has been featuring the Amberolas, and as a result of his publicity efforts sold several. Quite a number of Victor machines were sold during February.

J. E. Poorman, Jr., jobber of the Zonophone lines of talking machines and records, and dealer in Victor and Edison machines and records, reports trade conditions improving.

Manager Joseph Krolage, of the talking machine department of the J. C. Groene Co., is re-

covering rapidly from the result of an operation upon his appendix, and expects to be out of the hospital and on the job in a few weeks.

### LEASE NEW QUARTERS.

Elyea-Anstell Co. Victor Talking Machine Distributors Open Exclusive Victor Retail Store in Atlanta, Ga.

(Special to The Talking Machine World.)

Atlanta, Ga., March 4, 1910.

The Elyea-Anstell Co. have leased the handsome store at 119 Peachtree street and announce that they will open an exclusive talking machine store.

The firm are distributors for the Victor talking machines, records and supplies, and in their new location are retailing the Victor line exclusively.

The store is under the management of A. E. Severe, who has had charge of this branch of the company's business for some time.

### HAWTHORNE MFG. CO. ORGANIZED.

(Special to The Talking Machine World.)

Bridgeport, Conn., March 3, 1910.

The Hawthorne Manufacturing Co. have recently been organized, with ample capital, and are now operating a plant for manufacturing talking machine supplies. E. A. Hawthorne, formerly of the Hawthorne & Sheble Manufacturing Co., of Philadelphia, Pa., is president and general manager. The others interested are new to the trade.

### PETMECKY CO. BUY OUT DALLAS T. M. CO.

The Petmecky Supply Co., Victor talking machine distributors of Austin, Tex., have bought out the Dallas, Tex., Talking Machine Co., Victor distributors and dealers, and if arrangements can be perfected will continue the Dallas store under the management of some dealer, confining themselves to the wholesale end as formerly.

### WOOD PIANO CO. ADD "TALKERS."

The E. B. Wood Piano Co., Boston, Mass., are among the latest well-known piano houses to install a line of talking machines, they having signed as dealers with the Eastern Talking Machine Co., of that city, and installed a complete line of Victor and Edison machines and records in their Washington street warehouses.

Chas. W. Hill, foreman of the finishing department of the Victor Co.'s plant at Camden, N. J., who recently suffered some injuries through the sudden explosion of the gas used in a burnisher for polishing the nickel fittings, is reported to be recovering.

One of the biggest mistakes in salesmanship is that salesmen annoy their patrons with argument instead of pacifying them with persuasion.

## THE EASTER HARVEST.

This Season of the Year Should Bring with it Golden Opportunities for the "Talker" Man—A Story That Emphasizes the Value to the "Talker" Man of Judicious Advertising.

Spread out on the desk before me lies a copy of The Philadelphia Sunday Press bearing date of February 13, 1910, and staring out at me from its pages as if to call my attention to its clever wording is an advertisement which cannot but appeal to all who are interested in the "talker" game. Let me read it to you:

"It isn't fashionable to attend theater or opera during Lenten season. There is no reason, however, why you should not entertain yourself and friends at home. The talking machine enables you to present the operatic or vaudeville celebrities in any musical selections desired."

There is more to this advertisement but it is not necessary to quote further because the inspiration for this article came to me from the heading, which I consider one of the most logical and effective I have seen for a long time. Its appeal to fashionable trade, Mr. Dealer, is paramount and should bring them to your store if you, like the Penn Phonograph Co., who are



ADVERTISING BRINGS THE BEST PEOPLE.

responsible for the above advertisement, have made preparations for their reception by snappy advertising.

This fashionable trade means a great deal to you and when the opportunity comes to draw it into the fold and to expose before its aristocratic eyes the dainty appointments of your establishment (I take it for granted that your appointments are dainty) and the skilful workmanship displayed in the elaborately carved cabinets and the rich elegance of the machines themselves, you should leave no stone unturned to do so, and this can best be accomplished, first by advertising carrying with it the information that there are other places in the city besides the Grand Opera House where the favorite song birds may be heard and enjoyed. They will, of course, prick up their musical ears at this, and, though not yet impressed, will show a certain curiosity to learn just where their adorable Enrico, their charming Antonio, and their gigantic Leo may be warbling now that the Lenten season, trolley strikes and other unavoidable events have kept them out of the limelight.

They are not held long in suspense, however, for reading further they are informed that all their worshipped celebrities and a hoard of lesser luminaries whom they have long yearned to hear, but never hoped for a realization of their desires, are at their service in a marvelous repertoire of arias from the leading operas sung at home and abroad. When this delightful information has been properly absorbed and appreciated to the full extent it deserves, Mrs. De Swell will rustle to the telephone, and, calling up her very dear friend, Mrs. Richley will explain to her the delightful discovery she has just made. "What do you think, dear," she calls vivaciously over the wire in her carefully modulated contralto, "we do not have to bow to convention and wait until the end of Lenten season for our beloved grand opera. I have just read that your adored Caruso, Melba, Tetrassini, and goodness knows who else, can all be heard at

any time that best suits our convenience at Jones's talking machine emporium on Broad street." "Isn't that too perfectly lovely for anything? Have you an engagement for this afternoon? What's that? A drive in the park with Mr. Blank? Well, you will have to cut it, that's all, for you're going with me to attend that concert at Jones's. I am just dying to hear grand opera once more, and I know you are, too. I will call for you at three in the brougham. Be sure to be ready, dear. All right, good bye."

An hour later two stylishly dressed ladies alight from a carriage at the curb and sweep majestically into John Jones's store.

"We have come," explains Mrs. De Swell, "to hear grand opera as advertised by you in this morning's papers."

The salesman bows most gracefully, motioning them to easy chairs. The first record played for their entertainment is the famous sextet from Lucia. Following that comes the quartet from Rigoletto. Then the Miserere Duet from Il Trovatore. These are received with the greatest possible enthusiasm, which through the energy and good taste of the clerk, is maintained through a long and expensive program. As they are taking their departure with packages valued at approximately one hundred dollars in the custody of their footman, Mrs. Richley confides to Mr. Jones, who has just made his appearance, that they have had a Victrola since Christmas, but her husband being a vaudeville fiend, and, in consequence, showing a preference for records of lighter vein than grand opera, has managed until now to keep her in the dark regarding such exquisite selections as they have just listened to. "However," she continues with a gleam in her eyes, "I shall see that such a state of affairs ceases to exist from this moment."

The above anecdote is vouched for by the writer, as he was by accident present at the concert, and it was a small advertisement inserted in the daily papers a few days before Easter that did the trick.

Another line of records which can be successfully exploited during the Easter season are the many beautiful selections, both vocal and instrumental, written to celebrate this sacred period.

Therefore, the moral of the article is, "Keep abreast of the times by advertising judiciously in advance of any occasion which would seem to be valuable to you from a business standpoint."  
HOWARD TAYLOR MIDDLETON.

## THE CENTRAL TRAFFIC BUREAU

To be Organized Shortly for the Protection of Eastern Shippers in the Matter of Freight Rates, Etc.—To Embrace Trade Bodies of Larger Cities from Boston to Richmond.

Arrangements have been consummated for the formation of the Central Traffic Bureau, with headquarters in New York, and which will embrace the various leading trade organizations of New York, Boston, Philadelphia, Baltimore and Richmond, Va., and which will endeavor to secure eastern freight rates that will compare favorably with those of the West, and to counteract the present advantages enjoyed by western shippers.

The new bureau will look after the business interests of the entire East and will be composed of ten members, five representing the presidents of the leading organizations in the respective cities and five traffic managers from the same bodies. The success attained by such a bureau identified with western cities in securing from the railroads concessions that eastern shippers were denied is responsible for bringing about its establishment.

## PUSHING THE ZONOPHONE LINE.

While the offices and factory of the Universal Talking Machine Mfg. Co. are now in Philadelphia, Pa., John A. Macnabb, vice-president and general manager, will make bi-weekly trips to New York—possibly Tuesday and Thursday. Louis Silverman will look after the selling end in Greater New York.



## The big stumbling block

that loses customers for many dealers is DELAY. It starts with the jobber, and pulls down a dealer's business instead of building it up.

It's bad for the customer, bad for the dealer, bad for the jobber. The customer loses his patience, the dealer his customer, the jobber his order.

If your jobber isn't prompt, he is not only standing in his own light, but, worse yet, is retarding your progress. There's no reason why you should put up with this sort of thing, and the jobber has no one but himself to blame if you take your trade where more attention is given to it.

We take a load of worries from your shoulders by always shipping your orders the same day they reach us. Always—no delay, no excuses at any time. Victors, Victorolas, Victor Records, record cabinets, fibre cases, horns, needles, repair parts, and specialties of every sort are always on hand in sufficient quantities to meet all demands.

Let us send you our latest catalog, and our booklet, "The Cabinet That Matches." Then you'll be in a position to get your goods without the least delay.

## New York Talking Machine Co.

Successors to  
Victor Distributing and Export Co.

83 Chambers Street

New York



## INDIANAPOLIS GLEANINGS.

Columbia Regent Used With Orchestra at Noted Restaurant—Kipp-Link Co.'s New Quarters—Graphophone Recital in Church—Dealers Generally Are Optimistic Over March Outlook—Bishop O'Donaghue a Talking Machine Enthusiast—Other News of Interest.

(Special to The Talking Machine World.)

Indianapolis, Ind., March 7, 1910.

The talking machine business, both jobbing and retail, has been only fair during the last month. The record business has been encouraging.

White's Restaurant, in South Meridian street, one of the fashionable eating places of Indianapolis, has installed a "Regent" of the Columbia Co., to be used in connection with the orchestra. The "Regent" does the singing, accompanying the orchestra. The restaurant room is a very large one, and the proprietor says the talking machine has wonderful carrying power and is giving great satisfaction.

At the conclusion of the services last Sunday at the First Congregational Church, Mrs. S. K. Ruick, wife of former State Representative Ruick, and organist at the church, gave a graphophone recital, accompanying a Columbia "Regent," or table machine, with the church pipe organ. Sacred numbers were used, and so successful was the concert that the guests remained for more than an hour.

"Put On Your Old Gray Bonnet" has been one of the best selling records with the Columbia Co. This probably was due partly to the fact that Percy Wenrich, the composer of the piece, was at the Grand Opera House in vaudeville for one week.

H. A. Yerkes, head of the wholesale department of the Columbia Co., spent two days in Indianapolis calling on the trade. Mr. Yerkes is popular here and met many of his friends during his short stay.

D. Sommers & Co., who have a Columbia talking machine department, are featuring talking machines in one of their display windows.

Charles B. Sommers, resident manager of the company, is a composer of plays and is attracting considerable attention just now, as he is the author of "The Winding Way," which will be presented at the Murat next week by William Faversham.

The Indiana Phonograph Co., retailers of Edison machines, have removed their phonograph department to the rear of their store in Virginia avenue, and have installed a shoe store in the front part of the building. Business has been fair with this company, and the best selling records for the last month have been "Long, Long Ago," a short record, and "Juanita," a four-minute record.

The Kipp-Link Phonograph Co., who conduct a jobbing business in Edisons, are getting ready to move their business from the present location in East Washington street to the building formerly occupied in Massachusetts avenue by Joseph Joiner, dealer in pianos. The new location is in the heart of the new business district in Massachusetts avenue, and business is going in that direction every day.

Howard Crowe, who some time ago left the employ of the Indiana Phonograph Co. to go into partnership with H. E. Hollingsworth at Evansville, is now covering the wholesale territory for the Wulschner-Stewart Music Co., Edison jobbers. Mr. Crowe has had wide experience in the talking machine business.

It is said that plans are under way for a new building where the Grand Opera House now stands. The Musical Echo Co., dealers in Victors, are located in this building, and if the building plans go through the Musical Echo Co. will have to hunt another home, at least temporarily.

Talking machine dealers generally believe that this year will be a good one for their line of business. They say that there is not such a great lack of money as is generally the impression, and in addition to this they declare that talking machines are coming into more general use among the classes of people who are able to buy. The sale of cheap machines continues, but there is a constantly increasing demand also for

the higher-priced instruments.

The Right Rev. Denis O'Donaghue, whose transfer from auxiliary bishop of Indianapolis to bishop of Louisville, Ky., was recently ratified by the Pope, is a talking machine enthusiast. Nothing delights the bishop more than to entertain his friends with high-class talking machine music.

The New Jersey Patent Co. and the National Phonograph Co., of West Orange, N. J., have filed suit in the United States District Court to enjoin Charles A. Rigdon, of Warsaw, from an alleged infringement of the patent rights by selling Edison phonograph records at prices lower than those set by the plaintiff companies.

## NEW COMPANY BEING ORGANIZED.

(Special to The Talking Machine World.)

Boston, Mass., March 3, 1910.

A corporation now being organized will soon appear in the market with a new line, in which the vertical cut record will figure. The name of U. S. Senator Crane is mentioned in connection with the enterprise.

## INCORPORATED.

The American Phonograph Co., New York, have incorporated with capital stock of \$50,000 for the purpose of dealing in phonographs and other musical instruments. The incorporators are: V. H. Pritchard, W. Ferguson and Julius Roever.

I. Davega, Jr., Inc., New York, will break ground for his new building, adjoining his present premises, May 1, and expects to be ready for occupancy in September. Mr. Davega states that his brother, of the S. B. Davega Co., now in Spokane, Wash., will not return east before October, and he may become a permanent resident of that city if certain events occur.

The National Phonograph Co., Orange, N. J., have reinstated the following as Edison dealers: Hammis Shoe Co., Portsmouth, Ia., and J. J. Hoffman, Wabasso, Minn.

VICTOR

LAWRENCE MCGREAL

MILWAUKEE, WIS.

EDISON

STOCK

COMPLETE

SERVICE

SATISFACTION

THESE ARE THE COMMODITIES IN WHICH WE DEAL

A Special Correspondence Course. Subject: Talking Machine Selling Campaign—free to new dealers.

THE  
McGreal System

LET US  
EXPLAIN

IS THE ONLY RIGHT WAY

WISCONSIN DEALERS SAVE MONEY ON FREIGHTS AND GET BETTER SERVICE  
PROMPT SERVICE A SPECIALTY

EDISON

MILWAUKEE, WIS.

LAWRENCE MCGREAL

VICTOR

# FROM OUR EUROPEAN HEADQUARTERS

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

## TRADE HAPPENINGS IN LONDON.

Present and Future Prospects in the Trade Do Not Fully Satisfy Manufacturers—Increased Competition the Cause—Bad Selling Systems—Regarding Tariff Reform—Cygnet Horn Well Received—New Phonogrand Catalog—At the Leipsic Fair—New Columbia Co. Artists for Rena Records—Bribery Punished Severely—What is Offered in the New Record Lists—A New Portable Disc Machine—Annual Report of Carl Lindstrom, Ltd.—A Gramophone in the Desert—What Messrs. Aspir Have to Offer—A Special Accompaniment Record—Other News of the Month from London—Activities in the Provinces.

(Special to The Talking Machine World.)

London, E. C., March 5, 1910.

A somewhat peculiar condition of things seems to prevail at the present time in talking machine trade circles. It may be but one of those temporary digressions of the wheels of fortune common to most trades—especially this one—and yet a true summary of the situation forces one to the conclusion that excepting a few of the leading firms, manufacturers generally are not at heart really satisfied with the present and future prospects. Not that trade as a whole is declining to any material extent, or that it is short of the average, time considered, but simply an absence of stability combined with the increased competition which almost each month develops in one form or another, has engendered a feeling of insecurity, probably the result of that competition, the effect of which is made known by a slight but gradual falling off in orders as applied to firms individually. Dealers have to suffer under the same or similar disadvantages in that their sales are very considerably affected by the direct advertising of the large stores, along with special offers of job lots or bankrupt stocks bought at a huge discount, by which disc records are sold retail for 7d. each and cylinder records at 1½d. each. And then again, the tactics of a firm trading under the style of the English Record Co. is causing a deal of agitation and nervousness to legitimate traders. If I am correctly informed the system of trading is somewhat similar to that which obtained on the continent, a machine given free upon a guarantee to purchase a certain number of records by easy payments. There may be some phase of the situation unpalatable to the average run of dealers, but for the life of me I cannot regard it as competition in any way unfair, since it is open to any retailer of talking machines and records to conduct a similar if not better campaign in his own particular locality. The idea is old enough. There's the grocer who offers a pound of good sugar free if you buy one pound of margarine, upon which he gets a profit more than enough to counterbalance the cost of the sugar, and is then to the good. A sprat to catch a herring, as the saying goes, and applied to this industry. Well, I'll not say any more excepting this—that no dealer is worth his salt if he can't combat this way of selling the goods. So put up your wits and you'll be surprised what enterprise will do.

### Just a Dip Into Politics.

And now to another subject—Tariff Reform vs. Free Trade—as discussed in my last report. The real question is, would the imposition of a 10 per cent. duty upon all talking machine goods entering this country have the effect of strengthening the hands of our home manufacturers sufficient to preserve the field against the foreign article? I want it clearly understood that personally I hold no brief for either side. Here, in these columns, it is strictly a non-party, open and friendly discussion upon a matter which has evoked many opinions, orally, from members of

this trade. Whether Free Trader or Protectionist, your views are equally welcome and will be treated quite impartially. One prominent trader, who desires to remain anonymous, has privately stated his views to me, and from which it appears that, although having the facilities to manufacture here, he strongly advocates Free Trade simply because (a) the imposition of any sort of tariff would tend to stifle healthy competition, (b) create monopolies as in America, and (c) restrict our power of buying in markets which now offer terms not to be obtained otherwise than by maintaining the open door policy. Points which certainly call for close consideration. Another aspect of the case is revealed in the following letter from H. G. Weider, manager of the Phonogrand Co., whose remarks carry some weight in view of the fact that he has been engaged in commerce in all the chief continental countries, as well as America. Mr. Weider writes: "In your last issue you have opened a discussion and invited the opinion of the trade on the thorny question of Tariff Reform versus Free Trade. You have dealt with the subject in a very fair manner, and I must side with those who believe that a duty of 10 per cent. as at present proposed by the protectionists would not in the least benefit the home production. In my opinion a very heavy duty would be required to shut out cheap foreign-made unpatented machines in order to give a chance to the home producer. As regards those goods which are patented a different situation is created by the liberal Patent act, which already benefits the home trade and manufacturer, probably what protection would never do. The unpatented machines have a market of their own; they could not bear a heavy duty because the price would correspondingly increase and therefore the demand would fail. It could not pay to manufacture cheap machines here. On the other hand, this trade is a luxury, and as such the people are always prepared to purchase the best, no matter from where it comes."

### The New Cygnet Horn.

The new "Cygnet" horn for Edison phonographs is now on sale here. It has met with a good reception in the trade and all agree that for beauty of form, convenience, method of diffusing sound, volume, etc., it is far and away ahead of the old-type trumpet. A real improvement, in fact, which will act as a further argument in favor of the Edison phonograph.

### Fire Causes Damage.

A disastrous outbreak of fire occurred this week at the premises of E. Oppenheim, 57 Scrutton street, London, the cause of which at the time of writing remains undiscovered.

### The April Edison Record.

Particular interest attaches to the announcement that "The Divine Sarah" has at last consented to pass on to posterity that wonderful voice of hers, which has won the homage of kings and queens and the admiration of countless thousands in the course of her remarkable career. The great Sarah Bernhardt under exclusive contract to make Edison records! A tribute, indeed, to the Edison phonograph! The five records which comprise some of the best excerpts from her repertoire will shortly be issued to the trade, who, needless to say, have placed heavy orders. The usual monthly (April) impression reveals a very strong list as follows: Amberol Records—"Bronze Horse Overture" (Auber), National Military Band; "Staccato Polka" (Mulder), Miss Isobel Carol; "My Girl From London Town" (Williams and Godfrey), Billy Williams; "Medley of Welsh Airs" (Various), Alexander Prince; "Molly O'Morgan" (Letters and Godfrey), Miss Florrie Forde; "My Pretty Jane" (Bishop), Ernest Pike; "When the Bugle Calls," Arthur Osmond; "Vanity Fair" (Carolan), Peter Daw-

son; "Don't Be Alarmed" (Scott and Weston), George Formby; "Gems of Ireland," National Military Band; "I'm Longing for the Old Days, Marguerite" (Helf), Manuel Romain; "Old Jim's Xmas Hymn" (Gray), Anthony and Harrison; "Cavatina From La Favorita," H. Benne Henton; "Down in the Little Mossy Dell" (Cocroft), Stanley and Gillette; "The Thunderer and the Gladiator Marches" (Sousa), Sousa's Band; "Saved by Grace" (Crosby), Edison Mixed Quartette; "Lady Love" (Gumble), Billy Murray and Quartette; "Mia Cara Waltz" (Hammerstein), American Symphony Orchestra; "My Love Is Greater Than the World" (Helf), W. H. Thompson; "Ludwig's Air Castle," Miss Ada Jones and Len Spencer; "Wait for the Wagon Medley," Premier Quartette; "A day at West Point" (Bendix), New York Military Band. Amberol Grand Opera Records—"Freischutz Grand Air d'Agathe (Weber), (Sung in French), Marguerita Sylva; "Carmen-Romance de la fleur" (Bezet), (Sung in French), Florence Constantino; "Romeo et Juliette-Valse" (Gounod), (Sung in French), Blanche Arral; "Hamlet-Brindisi" (Thomas), (Sung in Italian), Ernesto Caronna; "Tannhauser-Blick ich umher" (Wagner), (Sung in German), Walter Soomer. Standard Records—"Rinking Two Step" (Hume), and "Coldstream Guards Regimental March" (Traditional), National Military Band; "Dear Old Bow Bells" (Pether), Ernest Pike; "Settle Up, Settle Down" (Scott), Billy Williams; "The Jolly Japanese" (Morse), Alexander Prince; "Tune the Old Planner" (Godfrey and D'Albert), Miss Florrie Forde; "Archibald! Certainly Not," Arthur Osmond; "It's the Alpine Dress You're Wearing" (Mellor, Lawrence and Gifford), Stanley Kirkby; "Old King Cole" (Clare and Formby), Geo. Formby; "Neighbors Below" (Wilson), J. C. Scatter; "Dixieland" (Haines), Sousa's Band; "I'd Rather Say 'Hello' Than Say 'Good-Bye'" (Helf), Manuel Romain; "To a Wild Rose," Victor Herbert's Orchestra; "Before I Go and Marry I Will Have a Word With You" (Berlin), Miss Ada Jones; "Blest Be the Tie That Binds" (Phillie), American Symphony Orchestra; "Can't You See?" (Gumble), Byron G. Harlan; "A Coon Wedding in Southern Georgia," Peerless Quartette; and "Miss Liberty March" (Daly), New York Military Band.

### Twin Co.'s Strong List.

The first list of records for the month of



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94 Albany St., Regents Park, London, Eng.

## FROM OUR LONDON HEADQUARTERS—(Continued.)

April has been issued by the Twin Co. It is a strong list, too, and some good old favorites—such as "Ever of Thee" and "When You and I Were Young, Maggie," excellently rendered by Mr. Philip Ritte—are included therein.

## Phonogrand Co.'s Catalog.

A handsome catalog comes to hand from the Phonogrand Co., whose machines have caused quite a sensation in the trade. The principle of construction is entirely original, especially the method of sound distribution. In appearance the Phonogrand is more than equal to the best, and it forms a beautiful piece of furniture, as will be seen by a glance at the illustration elsewhere. Oak and mahogany are the chief woods used in its construction, which is of best English workmanship throughout. The reproducing powers of all types of the Phonogrand is full, distinctly pleasing, and is evenly distributed in all directions through skilfully secreted little wooden horns inside the cabinet, the walls of which are double sounding boards, ornamentally perforated. The prices are fixed to be within the reach of all pockets, and I may say the trade terms are certainly generous enough to warrant every support from dealers in all parts of the world. Those interested are well advised to obtain a copy of the Phonogrand catalog, which the company will send free upon request to headquarters, 64 and 66 Oxford street, London, W.

## Visitors to Leipsic's Famous Messe.

A fairly representative section of English traders have announced their intention of spending a few days at the famous messe, which opens at Leipsic March 7, and continues until the 12th, inclusive, and as usual novelties will be much sought after. I shall hope to divulge some interesting particulars in my next report. Of those who will make the journey from here, I have received the following names: A. F. Vischer (Favorite Co.), Henry E. Heyder (Klingsor Works), G. Andres (Andres Bros & Co.), A. Balcome and F. Samuel (Barnett, Samuel & Sons,

Ltd.), O. Ruhl (Beka Record), Mr. Herzog (New Polyphone Supply Co.), Mr. Cullum (Lockwoods), E. C. Paskell (Colmore Depot), F. Nottingham, G. Murdoch and R. Fulton (Murdoch & Co.), E. Oppenheim and L. Arnaud (Pathe Freres).

## Edison-Bell Record List.

In these times of scientific recording it would be difficult indeed for anyone to individualize any particular make of record—especially in discs—as being superior in quality to others, when, as a matter of fact, none are beyond comparison in that respect, but only in so far as concerns price, and the value of the artist from the standpoint of his or her popularity. There are one or two obscure makes of record which are characterized by most indifferent recording, it is true, but a distinctly pleasing feature of the progress made in this industry during the last year or so is undoubtedly the general high standard of recording maintained by our leading manufacturers. Evidence reaches me each month, and I would instance some of the current impressions from the list of Edison-Bell double discs, as follows: "Yip-I-Addy," and "The Girl in the Clogs and Shawl," well rendered by C. Harrington; "Settle Up, Settle Down," and "We're All Waiting for a Girl," by Fred Murray; "Put on Your Old Green Bonnet," by Fred Vernon, and "Cupid's Garden," a pleasing intermezzo, played by the Bohemian Band; "I've Been Out With Charlie Brown," by A. Elwood, and "The Old Arm Chair," by S. Barnes; "To the End of the World," by R. Carr, and the popular "Ship Ahoy," by G. Wilson, who also gives us on another record "Molly O'Morgan," and "Don't Take Me Home"; "Come Into the Garden, John," by J. Howard, and "Billy Whitlock's Aeroplane," descriptive; "I Used to Sigh for the Silvery Moon," and "Let's All Go Down the Strand," by A. Elwood; an excellent piece by the Royal Military Band is "The Ghost of the Mayor," Part I and II; "The Dashing Duke," and "The Gladiator's Farewell," by the London Regiment Band; while last but not least are the splendid

series of records by the Band of H. M. King's Colonials, "Echo Des Bastions," "The Grasshopper Dance," "Raymond Overture," Part I and II, "The Dollar Princess," waltz, and "Yip-I-Addy," waltz. Cylinders, 2½ inches, "Let's All Go Down the Strand," Arthur Elwood; "I Used to Sigh for the Silvery Moon"; "Yip-I-Addy," and "The Girl in the Clogs and Shawl," by C. Harrington; "Waiting for a Girl," "Settle Up, Settle Down," by F. Murray; "The Old Green Bonnet," by Fred Vernon; Crystal, 4 inches, descriptive, "Sailor's Life," "March of Brigade"; songs, "Lighterman Tom," "All Waiting for a Girl," and "Dear Louise." These last, by the way, are particularly good records, and dealers will hope to see further issues in the near future.

## New Exclusive Artists for Rena Records.

We are informed that the Columbia Phonograph Co. have just concluded two important contracts, retaining Scott Skinner, the Strathspey King, and Tom Owen Wales' own comedian, exclusively for Rena Records.

Mr. Scott Skinner, the veteran Scotch violinist, has made Rena records of a large selection from his repertoire of over 3,000 Strathspeys, reels, etc. This is his first appearance on half-crown needle-cut records, and his first list includes a number of titles never before recorded.

## Something New in Portable Type

Tom Owen makes a novel offer which Welsh dealers would do well to carefully consider. He proposes to advertise his Rena records at every performance of his touring company, and will prepare special slides announcing the names of local dealers selling the Tom Owen records. These slides will be thrown on the screen during the cinematograph show. This linking up of the artist, his records, and the dealer, is probably one of the most effective advertisements ever devised.

## Latest Gramophone Records.

The issue of yet another gramophone record, "Carceleras" (Chapi), by Madame Tetrizzini, and two, "Mamma Mia ehe vo Sape?" (Wutile), Nea-

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FROM OUR LONDON HEADQUARTERS—(Continued).

politan song; "Pour un Baiser" (Tosti), by Signor Caruso, have fulfilled all expectations; their success being instantaneous. Some special titles, too, appear in the usual monthly supplementary list (March), and from the point of view of recording alone, they will command big sales. Among the titles, most prominent of all is the famous waltz of the season, "The Druids' Prayer," played by the band of H. M. Coldstream Guards, who are also responsible for four other fine numbers: "Musica Proibita," "Students' Says," "Mussinan March," and "Ginger Two Step." A splendid rendition of "The Sailor's Grave" (Sullivan) is given by John Harrison; "Absent" (Metcalf), sympathetically sung by Evan Williams; as, too, is "Queen of Conne-mara," by Herbert Brown; "The Midshipmite" (S. Adams), a popular sea song, by Thorpe Bates; "The Curfew," Robert Radford; Mr. Harry Dearth, new to the Gramophone list, introduces us to "Stone Cracker John" (Eric Coates); "Won Pia di Fiori" (Mozart), an excellent record, by Mme. Kirkby Lunn; "Time's Garden" (Goring Thomas), a song of resignation, sung by Miss Ethel Hook; we have two fine issues under humorous: "My Mother" (from 'The Arcadians'), by Harry Carlton, and "Safest 'o the Family," by an old entertainer, Harry Lauder; Quartet, Miss Perceval Allen, Miss Alice Lakin, Messrs. J. Harrison and R. Radford, "Believe Me, if All Those Endearing Young Charms;" a fine violin solo, "Air" (Bach), by Miss Kathleen Parlow, and "Seeling Study in E-flat minor;" Herr Wilhelm Backhaus, at the piano.

The Corrupt Trade Practice Act.

For offering the sum of 10s., said for the purpose of influencing an order, to a department manager of Messrs. Catesby & Sons, Tottenham Court Rd., who, by the way, handle among other things a good trade in talking machines, etc., a commercial traveler was recently mulcted in a fine of £10, and five guineas costs. Certain in-

dications that the law will put down this under-handed method of competition. A fair field and no favor is what we want!

New Portable Disc Machine Soon.

Something entirely new in the portable disc type of instrument will be announced shortly by Barnett Samuel & Sons, Ltd., and I hope to give details in our next issue. Dealers have every reason to congratulate themselves upon connections with this house, for there is always some new line, either in machines or especially good records, issued to help along sales and create trade when things might otherwise be rather quiet. Of the forthcoming Odeon and Jumbo impressions I am told a revelation of quality may be expected. The few advance samples I was privileged to hear on the occasion of a recent call were particularly choice specimens of recording, "Yip-I-Addy-I-Ay" (two-step), Odeon record, by the Grenadier Guards Band, and "Druids Prayer Waltz" on a Jumbo record by the Salon Orchestra—described as a hit of the season—being all that could be desired in that respect.

Carl Lindstrom's Splendid Report.

If any evidence is wanted to combat the pessimist or to encourage the hard-working retailer of talking machines one has only to turn to the excellent annual report of Messrs. Carl Lindstrom, Ltd., of Berlin, to find all one wants. It makes pleasant reading, indeed, these days and will go a long way to reclaim the good opinion of investors, who, truth to tell, have been in need of such stimulating influence as this balance sheet will surely effect for the general good of the industry. For the year ending 1909 Messrs. Lindstrom's total turn-over amounted to 4,035,000 marks, against 2,600,000 during 1908. Of this amount 1,099,588m. 94p. figures as gross profit, while the net profit is 365,034m., sufficient to provide a dividend of 15 per cent. and to carry over a substantial amount to the

reserve capital, which now totals 175,000m. Remarkable evidence of the firm's stability is shown by the fact that the total estimated value amounting to over 68,450m. of the tools, furniture, and fixtures, patents, material, motor lorry, accounts, etc., has been written off against depreciation. The phenomenal increase of trade during last year is not a little due to the energy and enterprise displayed by the administrators of this company, whose fine instruments have in consequence achieved popularity in all parts of the world. By the way, I notice that the Lindstrom Co. now number a staff of 520, which bids fair soon to increase. Congratulations!

New Beka Titles.

Special attention is drawn to the following titles appearing in the Beka record list for March. Harry Champion in his original songs, "Boiled Beef and Carrots" and "You Don't Want to Keep on Showing It," heads the bill this month, as well he may, for this is a record which dealers will find a veritable gold mine from a sales point of view. The breathless energy which Mr. Champion throws into the singing of these two popular song-hits is really wonderful, for, excepting an occasional few seconds' rest afforded by the orchestral interlude, he never seems to stop to take a breath. Marathon singing with a vengeance! Other good records are selection I. and II. from "The Dollar Princess," "Morris Dance" and "Shepherd Dance," played by the Beka London Orchestra under the able baton of Julian Jones; "Thy Beaming Eyes" and "In Sympathy," by G. Wigley; "Life's Lullaby" and "Sunshine and Butterflies," Eugene Ritte; "True Till Death" and "Eileen Alannah," Harry Thornton; "The Corporal's Ditty," Robert Carr, on the reverse, "A Thousand Leagues Under the Sea," by Norman Williams; "Silver Bells" and "Radetzky March," by Fairy Bells, with orchestra.

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## FROM OUR LONDON HEADQUARTERS—(Continued.)

believes this has never known life in our overseas dominions. Some little time ago I met in a desert in eastern Asia a party of tough pioneers—men to whom exploring, fighting and hard travel were the very breath of their nostrils. There was a little hotel where we stayed kept by a Frenchman. Frenchmen are the usual hotel-keepers east of Suez. Dinner over, one of the party raked out an old gramophone, one of the first of its kind—a creaky, metallic-scraping horror. There were some discs with old English tunes and dances on them. The boys shouted the choruses and danced to the music. Then came "Home, Sweet Home" and a sudden silence fell on the group. The second verse drew to an end. I looked around. Every man of them had crept out of the hotel parlor. They had not forgotten home.—Says F. A. McKenzie, in the Mail.

## Columbia Co.'s Fine List of Titles.

The current Columbia list teems with good titles and special numbers well calculated to advance the company's products yet another step in the estimation of dealers and users alike. Exceptional quality, too, is offered this month in the shape of artistes, as will be seen from the following, which I particularly draw attention to, because in not one instance is there a record that even the most critical could take exception to. And for that reason, quite apart from the fixed competitive selling prices, they furnish possibilities of a quick turn-over for even the least enterprising of record dealers. Here are the issues: 10-in. Columbia single—"Dream of Cleopatra, valse," by the Empire Symphony Orchestra; "Humoreske," Band of H. M. Scots' Guards; "For Months and Months and Months," Fred Vernon. 12-in. single—"Sands o' Dee," Edgar Coyle; "Prize Song," from "The Meistersinger," by Prince's Orchestra. Rena 10-in. double—"A Corsican Maid" and "Hello, You Fellows," Harry Fay; "Rolling Down to Rio" and "Youth," Edgar Coyle; "My Dream of Love"

("Dollar Princess"), Alfred Reeves, and "The Ring of Roses" ("Dollar Princess"), duet, by Ethel Williams and Alfred Reeves; "Il Bacio" and "Softly Awakes My Heart," cornet solos, by Sergt. Leggett, of the Band of H. M. Scots' Guards; "Hobomoko" and "Carrillon in E flat," Band of H. M. Scots' Guards; "A Fallen Star" and "My Old Dutch," imitation of the famous Albert Chevalier, by Arthur Leslie. Rena 12-in. double—"The Pretty Creature" and "Woo, Thou. Thy Snowflake," David Bispham; "Peer Gynt Suite," on two records—No. 1, "Morning"; No. 2, "The Death of Asa"; No. 3, "Anitra's Dance"; No. 4, "Dance of the Imps in the Hall of the Mountain Kings," played by the Band of H. M. Scots Guards. The list, broadly considered, is an excellent one.

## Messrs. Aspir's Announcement.

Elsewhere in these columns Messrs. Aspir, London, make a strong appeal to open up business relations with traders located in all English dependencies and foreign countries. The goods they have to offer represent just those lines which may be described as real trade winners, having in view their general good quality and exceptionally reasonable prices. I had the pleasure of inspecting the series of different model "Epiphone" disc machines, which are put up in various woods, strong and accurately assembled motors, sapphire sound box, giving a very pleasing reproduction, while a special feature of the tone arm is the embodiment of a section made of a sort of composition which it is claimed has a mellowing effect upon sound passing therethrough. Surmounted by a nice trumpet, the whole machine presents a splendid appearance of good workmanship and finish which should commend itself to the most critical. Made in two sizes, 11-inch and 12-inch, selling at 3s. 6d. and 3s. 9d., respectively, the "Aspir" double disc sapphire-cut is gaining ground in the favor of those enthusiasts who, like myself, believe in the future of this type of record, and

dealers are not slow to recognize this fact. The company have a very strong repertory of French titles; indeed, I may say it is one of the best lists seen in the trade, and while one would like to see a stronger representation of English selections, there is nevertheless a fair sprinkling of well-known pieces suitable for sale in English-speaking countries. I am told this is having attention, and in the course of time a big list of topical English subjects will be dealt with. In the meantime there are good prospects for dealers who stock up on these very fine records, some popular titles of which are as follows: Mendelssohn's "Spring Song" and "Salut d'Amour," two magnificent violin solos by M. Schumacher, first prize, Leipzig Conservatoire; "Reverie" (Schumann) and "Gavotte" (Lulli), two equally well-recorded violin solos by M. Gras, first violin, Paris Opera; "La Voix des Cloches" (Luigini) and "Romance" (Weussen), played by Symphonique Orchestra of the Grand Concerts Rouge; "The Dollar Princess" and "The Merry Widow," by the Falk Tzigane Orchestra; while the famous band of the Garde Republicaine, Paris, renders the following in an exceptionally pleasing manner: "Waltz from Faust" and "Sourire d'Avril"; "Gamera," "Polka for Four Cornets"; and "Invitation to the Waltz" and "Song of the West," clarinet duet.

## A Distinguished Visitor.

An interesting incident occurred at the Worship street offices of the Columbia Phonograph Co. a few days ago. A gentleman of striking personality, grizzled and tanned, apparently, from a life of outdoor experience, entered, attended by a striking figure of ebony hue. He brought a Columbia graphophone with him for repairs, the cabinet having been smashed. He spoke of Morocco and the people and explained that the instrument had been in use in that country. The motor was tested and found in perfect working order; only the cabinet was damaged. The visitor was referred to a dealer,

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FROM OUR LONDON HEADQUARTERS—(Continued)

and the nearest (Keys, Finsbury Pavement) indicated. It was only when the military white man and his black bodyguard had left the offices that his identity was recognized. He was no less a person than Kaid Sir Harry Maclean, K.C.M.G., resident military adviser attached to the court of the Sultan of Morocco. He had bought the machine on a visit to London some years before to replace an earlier Columbia.

#### Special Accompaniment Records.

On the new supplement of Rena records for the present month there is listed a record that calls for special attention. We refer to No. 1280, which offers on the one side an organ accompaniment for "Jesus, Lover of My Soul," and on the reverse a piano accompaniment for "Rock of Ages." Much has been written and printed of the possibilities of the talking machine, and there is an ever-present feeling that accompaniment records be provided, so that a vocalist might be independent of pianoforte or other instrument. There is no doubt that in many homes where either the piano or the skill to play it is absent such records would be appreciated, but the doubt always remained whether those homes were numerically strong enough to make the issue of such records worth while as a commercial proposition.

Commendable enterprise is shown in this experiment by the Columbia Co., and it is a development which deserves the close attention of every dealer who has at heart the welfare and longevity of the business as a whole. Looking forward, it is surely no very risky piece of vaticination to prophesy a time when the talking machine and an outfit of a dozen or so accompaniment records will find a place in thousands of family circles where vocal music is at present impossible or difficult for lack of accompaniment. We should like to see the trade center its energies upon creating a demand which will lead to the development of this new, and, we believe, useful sphere of influence.

#### Current Zonophone List.

From the current Zonophone list the following titles are to hand: 10-inch—Grand opera, "The Duel Scene" from Faust, by E. Pike, H. Thornton and J. H. Scotland; "Our Miss Gibbs," selection 1, and "In Treue Feste" march, by the Black Diamonds Band. 12-inch—"Why Do the Nation," from the "Messiah," by Harry Dearth; gems from "Bohemian Girl," on two records, by the Zonophone operatic party.

#### Ideal List of Gramophone Records.

A pleasing feature of this month's happenings is the very fine competition inaugurated by the Gramophone Co. and the generous amount of advertising space taken in the leading London and provincial newspapers to give public intimation thereof. The scheme is called "My Ideal List of Gramophone Records," and for the best list, in the opinion of the adjudicators, a first prize of £100 cash will be given; second best, £50; third, £25, in addition to which there are 50 other prizes, each of records to the value of £5. Dealers have been supplied with a liberal stock of publicity matter and voting forms to hand to the inquirers who will go to them in response to the company's advertisements, and by the way a handsome recognition is awaiting the dealer whose name appears on the successful list. The object of the competition is, of course, to create extra sales, and help to win over some of those good folk who hitherto have failed to fully appreciate the musical capabilities of a good instrument as a source of enjoyment and profit. And the enthusiasm displayed by the trade is more than sufficient to secure that success which such a generous expenditure deserves. Perhaps next month I shall be able to publish the result, and it will be interesting to hear for the first time in which new direction the public taste lies.

Don't be afraid to thank a customer who recommends your goods to someone else.

#### NEWS OF PROVINCIAL DOINGS.

Business throughout the country is not by any means brilliant, indeed, in many quarters quite a depression has set in, despite the fact that now election times are over, it was confidently expected an improvement would quickly follow the disturbance of trade in talking machines, which that emotional period produced. I would even go so far as to say that in the large towns dealers seem to be flagging in that energy which must at all times be consistently employed, and more especially against the trade-destroying influences of elections, short time in the factories, labor troubles and other local setbacks. The dealer has other sources of discouragement in the shape of skating rinks and cinematograph shows. I know, which deflect the home enjoyment of the masses. But what of it? There always have been difficulties since creation, and always will be. No matter what you have to contend with, hard work will see you through safely. Remember that. Some dealers in the provinces made the general election a means whereby to gain publicity. They announced the results in their windows and gave a talking-machine concert; and you may be sure that many of those who came simply to learn how the parties stood, went away with a more favorable opinion of talking machines than they held before, and perhaps decided on a purchase.

In the rural districts and small towns, trade is very satisfactory, all things considered, and is likely to remain so for some time.

The Johnson Talking Machine Co., of Liverpool and Birmingham, have recently introduced a novelty in the shape of their "Martophone" needles. These are made by a new process, and are described as of silver steel, which it is claimed, ensures a fine reproduction. The fortunes of war have been in evidence somewhat of late, a noticeable instance being in the matter of Hulme & Co., of John Bright street, Birmingham.

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Grafonola.**

who have had to call a meeting of creditors after nearly seven years' trading. A statement of affairs shows liabilities of £1,179 odd, against estimated assets of £381 9s. 6d. A resolution was passed agreeing to accept debtors' offer of 6s. 8d. in the pound, payable in quarterly instalments. In certain provincial centers some concern is expressed regarding the increased popularity of a 1s. weekly payment system for machines and records. Well, of course, cash business is best, but you have to meet competition these days on its own ground. Sensible dealers recognize this, and wisely go ahead to supply on the instalment basis, if necessary.

In Bristol, Cardiff, Swansea and other Welsh centers, the Edison advertising month is now proceeding, much to the satisfaction of traders located there, who, by the way, are enjoying greatly increased sales of Edison phonographs and records in consequence. Apart from that, the Edison scheme is doing good work in educating the skeptics to the value of good advertising as a real profitable investment. For the matter of that, such enlightenment is forced upon them, they can't help it, they must believe the evidence of results, and their conversion is thus assured. In the matter of advertising enterprise on the part of a dealer, commend me to Thos. Edens Osborne, of Belfast. He only takes small spaces, but they are equal to half double-column ads., because the positions are located among reading matter, and, furthermore, the advertisements are effectively worded, and in many instances, illustrated. It is not surprising, therefore, to learn that his Gramophone and Edison phonograph business now comprise his chief source of profit. In Manchester trade is rather spasmodic, but for all that, it might be worse, considered in bulk. The Colmore people are doing well in Rena records, and Pathe products, and have secured some nice business from the rinks and cinematograph halls. Messrs. Robinsons, of Deansgate, have been fortunate in the export field, and report an ever increasing clientele abroad, which more than compensates for the indifferent home trade. In reckoning up the results of the recent Lancashire advertising of the Edison goods, Liverpool traders find that trade has materially increased, while its beneficial effect is still present, a state of things which the National Phonograph Co. say is very gratifying.

**THE ATTACHMENT PROPOSITION**

**Of National Phonograph Co. Delayed by Factory Congestion—To Ship the Goods About April 1—Particulars of the Proposition Given by General Sales Manager Dolbeer—New Records to Attract Public Interest.**

While the National Phonograph Co., Orange, N. J., have been laboring to shape up the Amberol attachment proposition, which they originally figured on giving the trade no later than March 1, they have been compelled to postpone the date on account of factory congestion on their regular output. The installation of additional molding apparatus in the record plant has relieved the situation and the company now announce (March 15) they will be in a position to ship these goods to jobbers on or about April 1, when they will immediately go into the hands of the dealer. The particulars of the proposition are given by F. K. Dolbeer, general sales manager, in the subjoined bulletin, No. 46, to Edison dealers:

"As briefly outlined in our letter of Dec. 6, 1909, on the subject of combination attachments, we have for some time past been considering as to how we could place these before the public in a way which would be productive of immediate results and at the same time slightly increase the dealers' profit. We have decided to inaugurate the plan as clearly set forth below, and by means of which, with your aggressive efforts, we hope to again bring into active use many Edison phonographs which may have been laid aside, due to their original equipment being for the standard (two minute) records only.

"This plan, which to the consumer means hardly more than the price of the special Amberol records furnished in connection with the attachments, should prove an incentive for every dealer to make a thorough canvass of his territory, thereby ascertaining the names of all Edison phonograph owners, and to such as may be without the attachments this matter can be convincingly brought to their attention; and as we have pointed out to you in the past, the sale of an attachment means a new and continued customer for Amberol records, the dealers' profit on which is unusually attractive.

"We will, until further advised, place in the hands of the trade a combination attachment

outfit consisting of the attachment and ten special Amberol records, in a special container, at the following list prices, less the dealers' discount: Gem, \$5; Standard, \$6; Home, Triumph, Idelia, Balmoral, Conqueror, Alva, \$8.50 each.

"These ten special Amberol records have been made for the express purpose of creating a new interest on the part of phonograph users in Amberol records, and to that end our recording department have used their best efforts, succeeding in producing a variety in both artists and material which will please the most critical. Such records are only to be sold in conjunction with an Edison combination attachment, at the stipulated prices, and the seal of the package must not be broken before delivery to the customer. No objection will be made should you desire to open a single package of these special records to be used as samples for demonstrating purposes.

"In consideration of the special price at which these records are sold no allowance will be made for breakage. These special records will not be returnable to the factory under any exchange proposition. Orders should be placed with your jobber immediately (who will be in position to make shipment early in April) and the goods to go on sale as soon as received.

"Important.—The utmost care should be used in ordering these special sets of records, so as to 'even up' with the attachments you have on hand, as these records cannot be sold in any other manner than as above outlined. Violations of any of these provisions will be summarily dealt with."

The jobbers were also given instructions pertaining to this offer at the same time.

**BLOCK WITH SCHMELZER ARMS CO.**

Elwood I. Block, who for the past three years has been connected with the Victor plant at Camden, N. J., will, within the near future, join the forces of the Schmelzer Arms Co., Kansas City, Mo., as expert repair man. He will spend the next ten days inspecting the Edison plant before locating permanently with this concern.

A. R. Pommer who recently purchased the capital stock of the Pacific Phonograph Co., Oakland, Cal., will continue running the business under the old name.

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

Manufacturers of the cheapest and most popular

**Disc Talking Machines and Phonographs**

**PUPPEL MACHINES INSURE BEST RESULTS**

**EXPORTED TO ALL COUNTRIES OF THE WORLD**

Catalogues sent post free on application



Our "Elite" 9 Machines—One of the Best.



Our Famous "Puck Phonograph."

TELEGRAPHIC ADDRESS: "PUCKAWO"

**COLUMBIA CO. ADVANCE.**

Cheery Report by General Manager Lyle—Excellent February Business—Remarkable Increase in Demand for High Priced Machines and Records—Latest Achievements of the Company in Various Directions—Important Additions of Famous Artists.

Replying to inquiries from The World as to the status of affairs in the trade, Geo. W. Lyle, general manager of the Columbia Phonograph Co., general, replied:

"We have just closed a most remarkable February, exceeding by a large amount the business of January, although there were three less business days, and exceeding February of last year by over 20 per cent. One of the gratifying points in connection with the increased business is the fact that it is general, every section of the country sharing in the better showing. An interesting feature of the business is the remarkable increase in the sale of our high-priced product, all types of Grafonolas and high-grade records, and the indications are that we will be able this month to give better service than ever before, as by increased operations we are rapidly overtaking the huge and increasing demand.

The company further say: "Things have been moving in Columbia circles lately, and moving fast. It is now generally known that Celestina Boninsegna, the bright particular star of the Boston Opera Co., has signed an exclusive contract with the Columbia Co. The Columbia Co. have further effected something of a scoop in securing in advance, through the Ponotopia Co., the exclusive service of Elvira de Hidalgo, the young Spanish soprano, who has lately made such a furore in opera at Monte Carlo, and who arrived in New York the last week in February, to take leading coloratura roles in the Metropolitan Opera House during the remainder of the season. This youngest of all the great sopranos is said to have a voice of extraordinary brilliancy and power, with strongly sympathetic qualities, and a personality as engaging as her voice is attractive.

"In Boninsegna the Columbia have secured a star of the first magnitude, whose remarkable success with the Boston Opera Co., both at home and on its recent road tour, has made abundantly evident the fact that opera in America will not lack the finest possible delineation of soprano roles while such a supreme artist is available. Some of her first recordings have already been heard by the officers of the company, and it must be said that they are superlatively good. Exclusive arrangements have also been completed with Mardones, the distinguished basso of the Boston Opera Co., whose splendid work has been productive of unusual pleasure during the season now closing. He is said to have the rare combination of great dramatic ability, with a basso voice of

real expressiveness and magnificent sonority and power. His recent appearance as the star in Boito's Mefistofele is reported to have been a genuine triumph.

"In addition to all this the Columbia Co. have enlisted that famous and inimitable comedian, Raymond Hitchcock, for an exclusive series of his song-monologues, sung as only that versatile fun-maker knows how to do these things. It is claimed that recordings quite like those of Hitchcock, or as good in their particular line, have never been heard before. The first one will be issued shortly, and an enormous sale is confidently expected."

**TALKING MACHINES AS BAROMETER.**

J. C. Roush Asserts That the Talker is a Perfect Measure of Business Conditions.

(Special to The Talking Machine World.)  
Pittsburg, Pa., March 9, 1910.

In a personal interview with The World today, J. C. Roush, manager and secretary of the Standard Talking Machine Co., said:

"I believe that there is no surer barometer of existing business conditions than talking machines. During the late 'depression' it was alleged that Pittsburg was hit pretty hard. While along with the steel and other industries, the talking machine business bore its share of the suspended trade, it still held up remarkably well with us as compared with some other localities in the country. With the resumption of business we had less distance to return to our former position. I can safely say that we are now, during this spring season, doing better than we ever did in any previous year in our history, and while some of this may be modestly accredited to our increasing business, it, in my opinion, fully justifies the statement that the coming year is to be one of the largest yet.

"When I say trade conditions are good, it not merely voices our own sentiments but reflects the attitude and condition of the smaller merchant in the towns and the villages with whom we are in direct touch. We have assurances from every section in the shape of substantial orders, which, for this time of year, are no less than remarkable."

**RULING ON CINEMATOGRAPHS.**

General Appraiser Hay Denies Protest That They Are "Household Effects."

(Special to The Talking Machine World.)  
Washington, D. C., March 12, 1910.

A decision has been rendered regarding the admission of a moving picture machine or cinematograph by the board of general appraisers when they are attempted to be brought in as "household effects." The importer claimed on this account they should be duty free.

General Appraiser Hay said in this connection: "The protest was submitted without testimony. From an examination of the papers we find that the cinematograph in question was imported from Montreal with certain household effects which were admitted free of duty. We assume that the instrument in question is used in connection with the display or exhibition of moving pictures. Without some evidence before us to show the use to which it is put, or that it is in some way similar to the articles enumerated in paragraph 520 (household effects), we cannot hold that it is entitled to free admission."



**MR. RECORDER,** do you know my **WAX "P,"**

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

CHEMISCHE  
FABRIK

**E. SAUERLANDT**

FLURSTEDT  
bei Apolda i. Th., Germany

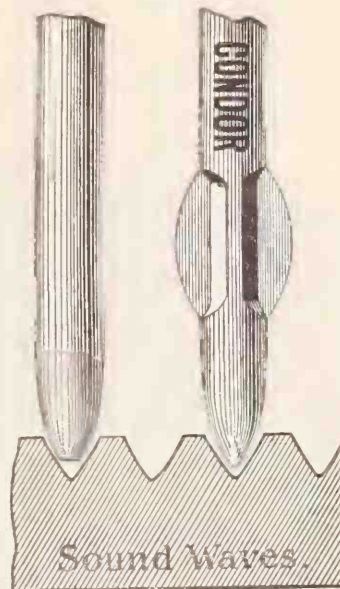
The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph

**A "Pointed" Talk**

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—a needle, 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**

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



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



SOLID WOOD (NOT VENEERED)

## Mr. Dealer!

You owe your customer and yourself a duty if you have not personally compared the

### MUSIC MASTER (SOLID WOOD) HORN

with the veneered kind of wood horns now on the market.

You do not have to invest any money to test our claims of superiority.

#### HAVE ONE SENT ON APPROVAL

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

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

### SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

#### AROUND BOSTON TOWN.

A Clever Advertising Stunt—Peary Victor Records Liked—Miller Optimistic Over the Victor—Eastern Talking Machine Co. News—Other Items of Interest.

(Special to The Talking Machine World.)

Boston, March 9, 1910.

A very dainty little advertising stunt, originated by Mr. Fitzgerald at the Eastern Talking Machine Co. store recently, has set the Boston talking machine men to wandering down Tremont street quite frequently in order to look at the display window in which it is being shown. Mr. Fitzgerald has taken 1,000 of the front covers of the song "Put On Your Old Gray Bonnet," cut out the beautiful head and shoulders of the woman and arranged them upon the glass of the window in the form of the figures 366, the number of the record that bears that catchy song. The dainty lavender color scheme and the manner in which he has arranged the bonnetted heads add to the attractiveness of the display and

compel attention from the passersby. It is Mr. Fitzgerald's original idea. Now that the doors can be kept open during the day, this record is frequently played and attracts a great crowd. It makes one of the most effective advertising stunts pulled off in Boston for some time.

Another very attractive window display has been made this week by Manager Sylvester, of the talking machine department of the C. E. Osgood Co. In fact the window displays made by this department in the past six months have been exceptionally good and business has developed materially as a result.

M. A. Carpell, of the Herzog Cabinet Co., spent a few days here this week in the interests of his company. He reports business as generally excellent.

The Eastern Talking Machine Co. are taking care of the exchange proposition satisfactorily, but find themselves handicapped through the inability of the factory to supply records fast enough. It is harder to get in a supply of Amberol records than it is to get a raise of salary

from a penurious boss. The retail department has made some great strides recently under Mr. Freeman's direction and the new Victrola room is a business getter. Mr. Freeman reports that he has recently sold a number of grand opera records to grand opera singers in the Boston company, as they enable the singers to "get a line" on how their rivals sing particular songs.

Manager Boyd, of the Iver-Johnson talking machine department is especially pleased this spring with the results in the jobbing Edison department. Business here has shown a remarkable improvement. In the retail Victor line the higher priced machines have the call. This firm are making a special feature just now of the popular or topical songs and the amusing monologues as the store's customers are largely men who like just that sort of record.

The Peary records on the Victor have been responsible for a big jump in business for the Oliver Ditson Co. this month and it is interesting to note that the chief reason why people wanted the record was to hear his voice rather than the story he relates. The story is not new to them, but his voice is. All had read his story, but very few had ever seen or heard the man, and as many had previously heard the Cook record they wanted to judge the two men by means of their voice. Manager Winkelman, at the Oliver Ditson Co., is making some good advertising out of the new Victor records, such as the Miserere scene. "Il Trovatore" was sung here recently and these records were used with excellent effect in the window displays and newspaper space.

Manager Howes, of the Houghton & Dutton talking machine department, said this week that the business of his department had been far beyond his expectations since the first of the year. He is arranging for some new ideas in display, both inside the room and in the windows. He is handicapped now by lack of room in which to expand.

Even the most optimistic member of the firm of Henry F. Miller & Sons Co., when they put in the Victor talking machine department, did not anticipate that within three months after the installation it would be doing a retail business of such large proportions as to make it one of the most important and successful branches of the store's industry. But such is the case. Instead of the department being only half a success, it is a fine, ripe melon. The Victor line is exclusively handled here, and the Victrolas make a fine showing alongside the Miller pianos.

#### PRAISES GIPSY SMITH RECORDS.

Brooklyn Pastor Plays Them for His Congregation Each Sunday—Reproductions Very Distinct—All the Sweetness of Voice Brought Out.

This is a copy of a letter received by the Columbia Co. last week from Erwin Deunell, pastor of the Tabernacle Baptist church, Brooklyn, N. Y.:

"I am very grateful that through you I have been enabled to give Gypsy Smith's beautiful solos, which he sings as no other singers render them, to my Sunday evening congregations. For several Sunday evenings I have used them on my platform in a song service preceding my sermon. Those records of his voice are marvelous reproductions of the pathos and sweetness of his singing. Every word can be distinctly understood in every nook and corner of my church. My people were very much pleased with his singing. In no other way could we have hoped to have heard this great preacher and singer in our own church."

Callers at the offices of the New York Talking Machine Co., 83 Chambers street, New York, last week, included Herbert Royer, manager of the talking machine department of M. Steinert & Sons Co., Boston, Mass., and Daniel O'Neill, general manager of the "talker" section of C. J. Heppe & Sons, Philadelphia. It was a personally pleasant visit with G. T. Williams, who had an exchange of trade opinions at Kall's, his usual mid-day halt.

## SALES METHODS THE SUBJECT

Of an Interesting Letter from a Subscriber in Halifax—Some Essentials Forcefully Set Forth—Knowledge of Records Necessary to Enable the Salesman to Win Out—Some Good Pointers Clearly Set Forth.

Halifax, N. S., March 10, 1910.

Editor of The Talking Machine World.

Dear Sir: I was pleased with and interested in the article appearing in the December issue of the World signed by "Phonophil." I have been waiting for some one to write an article just along these lines, for it seems to me that the suggestions contained therein are sound.

At the same time the writer left out a good deal that might have been helpful to the salesmen who are really endeavoring to master the business not only for the benefit of their employers, but for their own enlightenment.

Now, I agree practically with all that "Phonophil" says, with the exception, perhaps of his reference to playing the records with a variety of needles and also changing the pitch. Unless a salesman is exceedingly well up in music, I think harm will come if these methods are resorted to, in practically every instance. One cannot go far wrong in playing the record as indicated by the catalog, or at all events keeping within prescribed limits as to revolutions, say, 74 to 80.

The safest course to pursue in regard to the needle is to use a medium tone, which will be neither too soft nor too loud. There are, of course, some selections which require a loud needle to bring out the true tone, but unless the salesman is absolutely sure of his knowledge, the medium tone will produce the most satisfactory results.

A volume might be written on the second of his three prime factors, namely, "Ready knowledge of records." The constant progression of science and the great number and variety of records appearing from month to month is apt to tax the memory of the most expert.

If the salesman cannot find time to make an individual study of each important record in the course of the day, he should manage to get the time some way, and for three reasons: First—It will pay the salesman a thousandfold to do so. Second—It will make one more valuable to his employer and the customer. Third—It will be the means of making the salesman well informed, not only in his duties as salesman, but also in his daily life outside of the store.

But just here I do not wish to be misunderstood. It is exceedingly helpful to know the numbers of records, by whom they are sung or played, but what is most important is to know just what number of singers or players sing or play a certain selection and which is the best record and why.

This saves time and helps the customer who may not be familiar with the records. For instance: Suppose a customer asks for the best record of the "Last Rose of Summer." You will probably play for him a record by Sembrich or other Red Seal artist, and the customer will likely purchase it. Later on perhaps he hears a record at a friend's house of the same song by Helenoidi, a 75c. record. An unprejudiced opinion will give the palm to this latter singer, and the customer is not likely to be very pleased at paying \$3 for a record which he might have obtained for 75c. and then have a better rendering. There is a great tendency to do this, but it is not the best method of winning permanent patrons. Lastly, learn all you can by observation of customers' likes and dislikes, read all of the best books on the operas, so as to acquaint yourself thoroughly with the Red Seal records and operatic records of the various companies, and don't imagine because a customer says that he has heard all the records that such is the case. If you know your business properly, you should be able to string off at least a half dozen records of which he has never even heard.

A SALESMAN.

## MOTION PICTURE LITIGATION.

Important Decision Handed Down Which Leaves the Motion Pictures Patents Co. in Supreme Control of the Situation—Contentions of the Defence.

A decision handed down March 7 by the United States Circuit Court, Southern district of New York, in an injunction suit against three makers of moving picture films, leaves the Motion Pictures Patents Co. in supreme control. The defendants in the suit were Carl Laemmle, the Independent Moving Picture Company of America and the Pantograph Co.

Their defense was that not Thomas A. Edison, but a man named Greene, was the real inventor of the apparatus in moving picture machines by which they are enabled to take a continuous photograph of actors and other subjects in action at top speed. Justice Noyes, who filed the memorandum of the decision, held that the arguments as to Greene had been exhausted in a previous suit, and that the Circuit Court of Appeals had decided that the Edison patents were valid. For that reason he said he was disposed to grant a preliminary injunction against the two defendants.

The defense, among other contentions, alleged that the eleven manufacturers who are constituent concerns of the Motion Picture Patents Co. were violating the Sherman anti-trust law. The idea that the exercise of an inventor's patent rights led to violation of the Sherman act was the only novel feature in the litigation. On this point Judge Noyes held as follows: "I am of the opinion that the charge, if established, that the complainant is itself, or is a member of, a combination in violation of the Federal

anti-trust statute is not a defence available in an action for the infringement of a patent and fails to show a defect in the complainant's title."

In conclusion he said: "An injunction against the defendant corporations may therefore issue. The proof of personal infringement by the defendant Laemmle is, however, deemed insufficient to warrant the issuance of an injunction against him and it is denied. But this action is without prejudice to the right of the complainant to renew his application in case future acts of personal infringement are disclosed."

Judge Noyes also stated that injunctions against the defendant companies would be suspended provided an appeal was brought on for a hearing at the May session of the Circuit Court of Appeals and provided that the defendants furnish an adequate bond to pay damages and account for profits during the pending of the appeal if it is unsuccessful.

## NOW EQUIPPED WITH DIAMOND POINTS.

In a circular letter sent the trade on March 5 the Columbia Phonograph Co., General, say: "All two and four-minute Indestructible reproducers shipped from the factory on and after March 1 will be equipped with diamond points." The company further add: "Diamond is therefore the most desirable substance for cylinder reproducer points. The difficulty has heretofore been in the grinding, which has been a slow and expensive process. This, however, is entirely a factory problem, which has been overcome by improved machinery." As Mr. Yerkes remarked, in commenting on this new attachment, which plays both the two and four-minute cylinder record, it does not require a change of reproducer or of reproducer points.

## A delightful innovation which will be appreciated by talking machine men everywhere.

The new record program sheets will at once appeal to every owner of a talking machine.

The illustration shown depicts one of the programs reduced.

The size of the program is 13x18 inches.

Handsomely lithographed and embossed—printed in half-tone on the best bristol cardboard with attachment by which it may be hung upon the wall, it can be seen that all records can be listed thereon in classified order.

It simplifies the old method of searching for the desired record.

It is a handsome wall ornament, and it shows the photos and the history of the world's most famous composers from the 16th century to the present time.

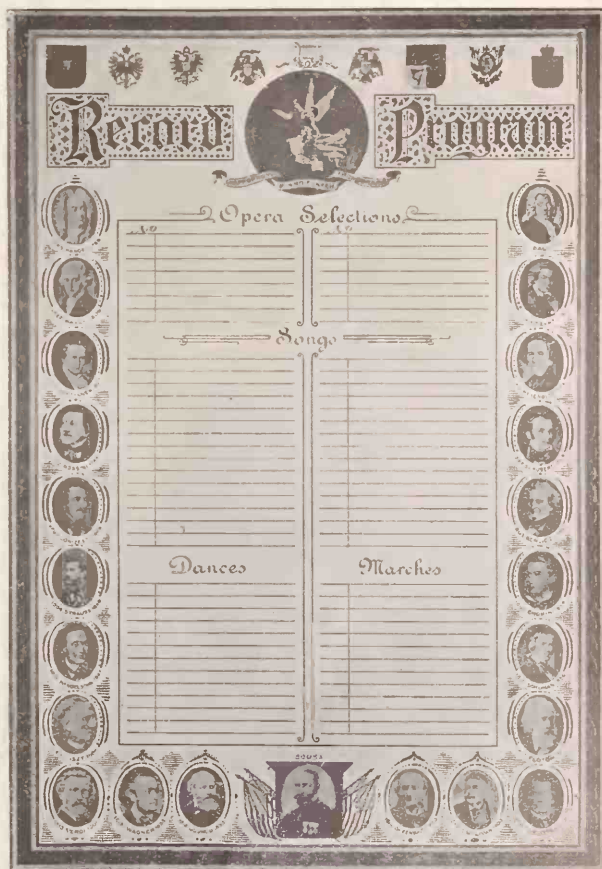
The effect is heightened with the national coat-of-arms of the principal countries.

The price for 100 sheets is \$5—1,000 sheets, \$40.

Special rates will be given on orders for more than 1,000 sheets.

Send for sample order and you will at once see the advantage of this program in your business.

Dealer's name will be printed upon the program when desired.



The International Record Program Company

102 West 29th Street

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NEW YORK

## TRADE FABLE

No. 5

From the time Jim Reynolds had been big enough to toddle and to begin to learn the rudiments of the United States language, his father had impressed upon his mind verbally, and upon other places with a trunk strap, that throughout his life he was to paddle his own canoe and confide in no one. The old man's chief bit of advice was, "When a fellow wants to slip you any of the 'loving friend' stuff and wants to do you a favor just because he likes you, put your turnip in the inside pocket of your vest and keep your right hand on that while you hold your roll tight in the left. It's ten to one that he's trying to frisk you for one or the other." Of course the pessimistic attitude of Jim's male parent may have

## AT LIBERTY.

Expert "master-record maker"; cylinder and disc recording, plating, etc. Address Operator, care The Talking Machine World, 1 Madison Avenue, New York City.

## FOR SALE.

Well-established music business for sale. Complete stock of Edison and Victor machines and records, musical instruments, sheet music and pianos. Address "Exceptional Opportunity," care The Talking Machine World, 1 Madison Avenue, New York.

## SALESMEN WANTED.

Wanted—Good Salesmen who are reaching talking machine trade, to handle new fast-selling specialty as side line. Big commissions for right men. Exclusive territory. Proposition on request. Box 100, The Talking Machine World, 1 Madison Avenue, New York City.

## TRAVELER WANTED.

Traveling representative wanted for prominent Eastern Edison and Victor jobber. This is an exceptionally good opening for a "live wire." If you are willing to work, and work hard, write us, telling about your past work, your age, and what salary wanted. Address "Efficiency," care of The Talking Machine World, 1 Madison Avenue, New York City.

## DO YOU WANT

A competent manager and salesman who is thoroughly posted with the Victor and Edison lines? I am now employed, but I want a position with a firm who can appreciate hard work and where brains and ambition count. Address "Ambition," care of The Talking Machine World, New York.

## FOR SALE.

Edison and Victor wholesale jobbing agency in the best and largest growing State in the West; best of reasons for selling. For full information address "X," care The Talking Machine World, 1 Madison Avenue, New York.

## REPAIR DEPARTMENT MAN.

I built up the best Victor repair department in New York City and I would like to take charge of another. I can, with my special tools, cut your expense in half. Address "Machinist," care The Talking Machine World, 1 Madison Avenue, New York City.

## \$ RECORDS WANTED \$

Cash paid for any size lots.  
Must be bargains.

## MUSIC

814 Watertown St. WEST NEWTON, MASS.

been due to the fact that he was a professional horse dealer, but nevertheless he was nix on the confiding stunt.

Following in the footsteps of the old man, Jim's school and college days were not such as gave him anything on Robinson Crusoe for companionship, and as a result he prepared to enter business with very little profitable knowledge, but with a helluva grouch.

Now, Mother Reynolds was a good old soul, who felt some sorry for the condition of the boy, and when it came time to invest the five thousand iron men that had been dealt him for the purpose of buying a hand in the game of business, she suggested the selling of talking machines, in the hope that the attendant music might have a good effect on Jim. What was more, Mrs. R. put her foot down on the matter, which, the same being backed up by the will of an army mule, settled the question for all time.

As it happened, the Reynolds talking machine store was located in a city where there were a number of similar stores and competition was stronger than in a cannibal camp during a missionary dinner, with ears on toast as the piece de resistance. Having heard of the good results obtained by dealers in other lines who organized local associations, for the general good and for the purpose of handing a few jolts to the boll weevil of business who carelessly changes its residence without thinking to pay various bills, the talking machine dealers of Blankville, or at least several of them, met together for the purpose of forming a little local association of their own. After the rough plans had been discussed at length the question rose as to who was to approach Reynolds and make him acquainted with the movement. Joe Smith was finally chosen for the mission as being the man best suited for the work. He had been with Dewey at Manila, talked back to a New York policeman, sported one of the new plush bonnets, and performed other deeds of desperate valor that assured his reputation for bravery.

The next afternoon Smith ambled into the Reynolds store with his hat tilted carelessly over his left lamp to a point where the edge was singed by the cigar that projected upward from his mouth. He met Reynolds, who returned his bland smile and outstretched hand with a stare cold enough to make a polar bear jump for a steam radiator.

Smith wasn't scared for a cent, however, but proceeded to get down to brass tacks and explain his mission, i. e., to interest Mr. Reynolds in the new association. Co-operation and mutual helpfulness was the keynote of the talk, but Reynolds wasn't a little bit impressed with the idea and frankly stated that it sounded fishy to him, also asking casually just what the dealers interested expected to get out of the scheme in the way of graft and how the suckers were biting. Smith thereupon rose upon his hind legs and started to hand Reynolds an unabridged and eloquent account of his apparent pedigree, every sentence of which sparkled brilliantly with phrases of unique conception, that is, it sparkled as far as he went, for after about a minute of spouting he carelessly made an aerial trip as far as the car tracks with a strong foot as the motive power, and alighting with more force than dignity.

It was not long, however, before the association was an accomplished fact, with every dealer in town as a member except our independent friend, J. R. Soon the latter began to notice the number of worthless customers who were stinging him for outfits, and when one was brought to court for trying to sell a talker without finishing the payments, he got Reynolds' nanny by declaring that he and his relatives had used him for a goat because the association had them black-listed. Shock No. 1.

Then the police, wanting an excuse for keeping out of the cold, started a crusade against talkers and made Reynolds can his noise. When they proceeded against the other dealers, however, there was doin's and an injunction put a copper on the cops. Shock No. 2.

Finally a slick guy hits R.'s end of town with

a stock of machines and records that he slips to the public with a large chunk of the price chopped off. Then there was trouble, but try as he would, Reynolds could not find out where the busy little new arrival got his goods. Did that little problem feaze the association? Never! No! It hired men who found out in three hours, and a crimp was put in the foxy dealer's game in three more. Shock No. 3.

Who is this meek gent, with his hat in his hand, who knocks at the door of the association's meeting room? Why, bless its little heart, if it isn't Reynolds. Can he come in and apologize and promise to be good and love his fellow-dealer and join the fold? Why, cert, kid, cert.

Now just try to pull off something fussy in that little burg.

Moral.—It isn't always the good who are lonesome, and incidentally the Milk Trust hasn't cornered the milk of human kindness.

## BE DIFFERENT.

Use Initiative and Don't Do Business on Your Neighbor's Plan.

Is your business run on exactly the same plan as your neighbor's? Are your ads. gotten up along the same stereotyped lines that have been followed for years?

If so, you are not making the effort you should; you are simply using some one else's mind, instead of your own.

Branch out for yourself and your mind will develop according as it is used, whereas, if it is allowed to lie dormant you will eventually lose even your power to grasp the bright ideas of others. The personal element in business is a great factor toward success. It's the little original touch that gives character to any work.

## SPRING TRADE WILL BE LIVELY

In the Talking Machine Trade According to the Predictions of Well-Informed Jobbers and Dealers—Victrolas in Great Demand.

"It is too soon after our taking of inventory to say that business with jobbers or dealers is showing remarkable strength," was the observation of one of the best-posted men in the trade this week. "Records are selling well, but no larger quantity than usual; in orders, dealers are buying only for immediate needs. We are still behind on Victrolas, and other numbers, also, but the Victrolas go so fast that when a shipment arrives from Camden they are not even shown, but go direct from the sidewalk to the trade. It has been so since the middle of December. Too early to talk of spring business, but we have every assurance that trade will be lively, and we are accumulating all the stock the factory will ship, so as to keep up our reputation."

Trying to get something for nothing is an expensive pastime.

## You Can Buy a Good Chance to Make a Living and Some More for \$5,000

Fine retail store of Edison phonographs and Victor talking machines in Baltimore, the great shipping center of the South. Out-of-town buyers, in addition to local trade, is an advantage. You step into the expenditure of five years of advertising and energy that has been spent to create the good-will of this store; that alone is worth the price asked for the whole business. It's not the same as starting afresh; you avoid the necessary expenses that are usually required to establish. This opportunity is extraordinary. You would do well to look into it. Write to

**JOHN F. PICKERING**

318 N. Howard Street, :: BALTIMORE, MD.



## TAKE OUR WORD FOR IT.

Once a customer commences to use **Fibre Needles** he never knows when to quit **buying records**—

Not only does he become an enthusiast on the subject but a crank as well.

We can prove this in more than a thousand instances.

Just a **few records** in the home is the strongest evidence that there is but little interest taken in the talking machine.

**Interest** and **enthusiasm** increases only in proportion to the number of records possessed.

The mere fact that the **Fibre Needle preserves the record forever**, that it **eliminates "needle hiss"** and that the expenditure of money is a **permanent investment** is the strongest kind of inducement for a customer to gather a **large library** of selected records.

**"B. & H." FIBRE MANUFACTURING CO., 33 W. Kinzie St., CHICAGO.**

The new 4-minute Columbia Indestructible Records are "the only 4-minute records that are right."



PHONOGRAPH TO TEST EMPLOYES.

Proposed Scientific Tests to Determine the Moral Tendencies of Bank Clerks Proposed by the Rev. Edgar W. Treble.

The talking machine is occupying a prominent place these days in current news happenings. For instance, we understand that the bank employes in the State of Massachusetts are in fear and trembling over the proposed scientific tests to determine their moral tendency and turpitude. The Rev. Edgar W. Preble of Worcester says it is a sure shot that if bank examiners apply to bank employes the psychological tests of Prof. Hugo Munsterberg it will eliminate from a much-

going and have a voice from the phonograph cry out:

"'Atchisou up three points,' or 'Reading off and going down,' and carefully observe the result.

"If the examined man appears to take no notice, he may be recommended for continuance in office, but if his lips quiver nervously and he thrusts his hands in his pockets, and his eyes flit back and forth while his face flushes with anxiety, then the examiner should recommend that all the funds and securities be spiked down without delay.

"Test for the drink peril: Place before the men different colored pieces of paper, with the names of the various liquids conspicuously printed upon them—water, coffee, beer, wine, whisky, highball, etc. Ask him to glance rapidly at each in succession, and repeat often. Notice particularly on which his glance rests longest, and to which it returns oftenest.

"If his eye rests longest on water or coffee, the danger from a perverted appetite is minimized. But if his eyes are attracted by 'highballs' then put out the red signal in the report. A half second's lingering on the word 'whisky' is also a bad sign." The illustrations herewith are from the New York World.

MEMPHIS TRADE GLEANINGS.

(Special to The Talking Machine World.)

Memphis, Tenn., March 5, 1910.

February was a banner month for all the talking machine dealers in this section, and March has started off in an entirely pleasing manner. Retail business is fine, and the first Amberolas received helped the trade in the Edison line a great deal.

Victrolas were also received in large quantities by the jobbers, and on the whole all of them were in an optimistic mood when visited.

The O. K. Houck Piano Co. were especially pleased with the results of their grand opera concerts and are planning to continue them. They have just issued new "Stories of the Opera" covering "Faust" and "Carmen." This company present a different opera on Wednesday and Saturday of each week, giving two concerts on each of these days. Many expressions of gratification have been heard regarding the new Amberol grand opera records put out by the National Co., which have been used extensively at these concerts in connection with the Amberola.

Dealers of the O. K. Houck Piano Co., especially in Tennessee, Arkansas and Mississippi, all seem to be doing very satisfactory business from the size of their orders.

COLUMBIA CO. IN PORTLAND, ME.

The Columbia Phonograph Co. in Portland, Me., have taken over the talking machine business of the Maine Phonograph Co. and re-enter the field as jobbers. They will act as a distributing center in the State of Maine and upper New Hampshire. Their new quarters are located at 545 Congress street and are in charge

of John W. Dunn, formerly of the Maine Phonograph Co.

HARGER & BLISH EXPANSION.

Lease Larger Quarters in Des Moines in Order to Meet the Demands for Their Business.

(Special to The Talking Machine World.)

Des Moines, Ia., Feb. 28, 1910.

Harger & Blish, wholesale dealers in talking machines, have leased for a period of five years the Weitz building at 811 West Walnut street, and within two weeks will move their stock from its present location on the sixth floor of the Garver building on West Locust street.

George C. Silzer, manager of the company, yesterday closed negotiations for the Edison phonograph stock of Hopkins Bros. Harger & Blish came to Des Moines two years ago from Dubuque.

The Weitz building is three stories high and will be entirely occupied by the company, the first floor being devoted to sample rooms. This will give Harger & Blish one of the largest wholesale talking machine stores west of New York.

TO HAVE MINIMUM RATES.

President Taft Extends Them to British and German Colonies.

(Special to The Talking Machine World.)

Washington, March 3, 1910.

President Taft signed proclamations to-day extending the minimum tariff rates after March 31 next to the following countries: Ceylon, Isle of Man, Channel Isles, Gibraltar, Sokota, Seychelle Islands, St. Helena, Ascension Islands, Falkland islands, British New Guinea, British North Borneo, Corea, British Honduras, Kongia, Santo Domingo, Mauritius, British East Africa, Zanzibar and Pemba, Costa Rica, Honduras, Cyprus, Tripoli, Dutch East Indies, British Somaliland, Togoland, Kameroun, Kaiser Wilhelm Land, Samoan Islands, German Southwest Africa, German East Africa and Kiau Chow.

This list represents the completion of the investigations of the tariff board into the relations between the United States and the German and British colonies which did not get the minimum rates at the same time as the home countries.

TAKE ON "SMALL GOODS" LINE.

(Special to The Talking Machine World.)

Minneapolis, Minn., March 11, 1910.

Lawrence H. Lucker, of the Minnesota Phonograph Co., jobber of Edison phonographs and Victor talking machines, has added musical merchandise to his line.

Few succeed until they try.

A nervous man worries over a lot of trouble that never happens.

Good intentions are often spoiled for want of good methods.



plundered State all danger of bank defalcations.

These are the tests as proposed by the Rev. Mr. Preble, and which the bank examiners are being urged to adopt:

"Test for gambling propensity: Let the examiner have a ticker and a phonograph concealed in the room. During conversation set the ticker



**NEW MEMBERS OF ASSOCIATION.**

Ten Jobbers Join Ranks Since Sept. 15, 1909  
—All Sections of the Country Represented.

J. C. Roush, secretary of the National Association of Talking Machine Jobbers, has forwarded the following list of new members who have joined the association since the beginning of the fiscal year of that body, September 15, 1909. As will be noted, practically every section of the country is represented, including Canada. The new members are: Jas. I. Lyons, Chicago, Ill.; Elyea-Austell Co., Atlanta, Ga.; Petmecky Co., Austin, Tex.; Consolidated Music Co., Salt Lake City, Utah; Knight-Campbell Music Co., Denver, Colo.; W. A. Myers, Williamsport, Pa.; Wulschner-Stewart Music Co., Indianapolis, Ind.; A. Hospe Co., Omaha, Neb.; Chase & West, Des Moines, Ia.; His Master's Voice Gramophone Co., Toronto, Canada. Other live jobbers will be welcomed.

**ROCABRUNA'S SELECTIONS**

For the Violin and Made for the Mexican Catalog of the National Phonograph Co. Have Won a High Degree of Favor.

Among the records in the Mexican catalog of the National Phonograph Co. are several extremely good violin selections by Señor José Rocabruna, an eminent violinist well known in Europe and Latin America. "Romántica," an Amberol record, and "Ole!" and "Ultima Lágrima," two-minute records, are very beautiful and should prove a treat to all lovers of violin music.

Señor Rocabruna enjoys an immense popularity in all the capitals of Europe and South America, where he has toured many times with great success. He is a member of one of the leaders of the Jordá-Rocabruna Quintet, a very famous orchestra of Mexico, in which he plays the first violin parts.



SEÑOR ROCABRUNA.

Hardly less famous than its possessor is his violin, which is an Amati and valued at \$3,000. It was built by Andrea Amati in Cremona, Italy, in the Sixteenth Century, nearly four hundred years ago. It is a masterpiece of violin construction, combining beauty of design with the wonderful tone quality which made the Cremona makers so famous and of which they alone knew the secret. The above selections are played on this rare instrument, and the records reproduce the beautiful tones of the original with remarkable fidelity.

Remember that Opportunity is a constant reader of advertisements.

**VICTROLA AT WANAMAKER LECTURE.**

Figures Prominently in Lenten Lecture on Wagner's "Parsifal"—Voices of Famous Singers Used in Illustrating Music of Opera.

The Victor Victrola figured prominently in the Lenten musical lecture in the Egyptian Hall at Wanamaker's, New York, on March 5, when the Rev. Henry R. Rose, D. D., of Newark, N. J., lectured on Wagner's consecration musical play, "Parsifal." The opera was illustrated with lantern slides and the voices of world famous singers reproduced through the medium of the Victrola and accompanied by the organ, piano and violin. A large and representative audience was present and became most enthusiastic over the lecture.

**NATIONAL CO. FACTORY ALTERATIONS.**

Plans are being considered by the National Phonograph Co. looking toward a rearrangement of the interior of their office building by which additional space may be secured at once for their sales, agreement and advertising departments, all of which have been augmented by recent additions to their respective staffs. An extension to the building itself of about 50 feet on Lakeside avenue is also under consideration, and ground for it will probably be broken in the spring.

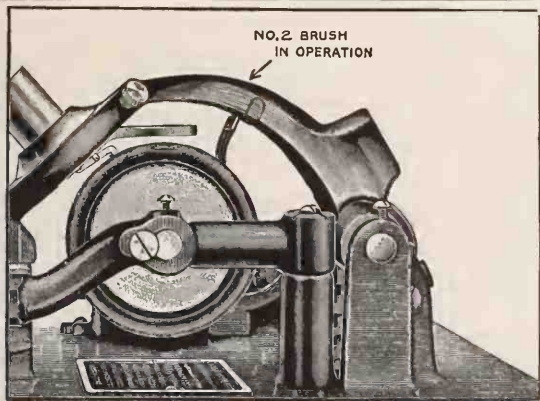
**ISADOR LION'S NEW QUARTERS.**

Isador Lion, dealer in Victor talking machines, records, etc., formerly at 2210 Broadway, has leased a fine new store, northeast corner of Broadway and Eighty-third street, and expects to hold a formal opening about the middle of this month. The establishment is finely equipped with new fixtures and is without doubt one of the finest stores in this thriving neighborhood.

Looking for a soft snap is digging a pit for one's self to fall into.

BY USING **THE PLACE AUTOMATIC RECORD BRUSH**  
FOR EDISON PHONOGRAPHS AND VICTOR TALKING MACHINES.

PATENTED {September 25 and October 2, 1906  
and September 10, 1907.



NO. 2 BRUSH IN OPERATION



PRICE, 15 CENTS

CAN BE USED ON ALL PHONOGRAPHS

Removes lint and dust from record automatically. Saves Sapphires from wearing flat and prevents rasping sound. Insures a perfect playing record. It is equally as efficient when recording. It is too cheap to be without.

No. 1 fits Triumph No. 2 Standard and Home No. 3 Gem and Fireside



THE PLACE No. 10

**DISK RECORD BRUSH**  
FOR  
VICTOR EXHIBITION SOUND BOX  
PRICE, 25 CENTS

NO. 10 PLACE BRUSH IN OPERATION

**PRESERVES THE LIFE OF DISK RECORDS**

Automatically cleans the Record Grooves and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record grooves wear the record out quickly and grind the Needle so it cuts the Record. SAVE THE LIFE OF YOUR RECORDS.

**FREE SAMPLES** will be sent upon request to any Jobber or Dealer who don't handle them. **Write Now**

**DEALERS** are requested to get their supply from their regular Jobber. If he will not supply you write us for the name of one who will.

MANUFACTURED BY

**BLACKMAN TALKING MACHINE CO.**

J. NEWCOMB BLACKMAN  
President

97 CHAMBERS STREET, NEW YORK

"The White Blackman"

## TIMELY TALKS ON TIMELY TOPICS

The double-disc patent case, now before the Federal Courts, was being discussed when it was recalled that the American inventor had been worsted in the courts of Germany, according to the latest reports. This occasioned one of the group to remark: "In our experience, no matter what may be the merits of the suit in the domain of the Kaiser, the German always wins if he wants to. That is to say, it always seemed to us that in writing their opinions the German judges did not regard the testimony so much as they did that of finding out whether a German citizen was directly interested and had a desire for the property in dispute. If this query was answered in the affirmative, why, then there was no longer any reason to doubt what the decision would be. This is also true of the Italian courts and of other European countries excepting Great Britain.

"Would you believe it that a man in Brazil has taken out a patent on a double-disc record, and while American patents antedate the Brazilian's application, it makes no difference, and no disc record of this description can be shipped into that country without this chap granting you the privilege. The worst of it is this nery Brazilian does not and never did manufacture records or talking machines of any kind, but nevertheless under the laws he controls the monopoly in Brazil. He is being gunned for by an American company, however, and I believe they will spank him good and hard before they get through with him. The only way to get around this difficulty is to get some native Brazilian to take out a patent or trade-mark; but take the precaution to have him assign it to you first else he will slip up on you.

"The same holds good in Cuba. If a concern doing business in the island does not register their name with the bureau of registration in Havana the first thing you know some Cuban will step in and appropriate your firm title, and you cannot do business there unless the pirate is either bought off or you make him the exclusive agent for your goods. This has been done repeatedly and several large American companies who had invested a great deal of money exploiting their lines in Cuba were held up by just such a procedure. Of course, it is an outrage, but the laws of the land permit it, and whoever is doing an exporting business should know these tricks else they are in to lose a lot of money."

It would be a decided innovation if the "talent" were to travel around the country exploiting and demonstrating their own records and thereby working up business. This is precisely what will be done by the Uribe Brothers, whose portraits were published in last month's World. The three brothers made a set of native records in the laboratory of the Columbia Phonograph Co., to be marketed in their own country, the United States of Colombia, S. A. Owing to the mountainous and undeveloped nature of Colombia, so far as railroads and other means of conveyance and transportation are concerned, they are obliged to resort to the primitive method of mule-back riding. In this fashion the Urbis will traverse their native heath—if such an expression is permissible in connection with the topography of the land—with a stock of records along, which they will exhibit and demonstrate and proceed to take orders for in the most approved commercial traveler manner.

About the name of Leeds & Catlin hovers much of the early history of record making. In their former quaint quarters in New York was the original office and home of the North American Phonograph Co., the first organized concern to market the talking machine as a commercial product. As years went on one company after another engaged in the same line succeeded each other, and many tales are told of what occurred

on the premises from time to time. Finally they were "up against" the patent situation, and while L. & C. fought pluckily and with amazing determination, they finally had to succumb to the inevitable when pronounced by judicial decrees of prohibition. Their property, etc., was sold to satisfy judgments, the clamor of creditors and court orders, until what remained of a considerable estate was finally disposed of at public auction by the receiver in bankruptcy last month. This consisted of a factory building and machinery equipment at Middletown, Conn. Considering the litigation the defunct firm had been engaged in, a curious part of the proceedings occurred just preceding the sale, when an attorney of the Victor Talking Machine Co. stood beside the auctioneer, and with great deliberation and much emphasis read the decision rendered by the Supreme Court of the United States in the Berliner patent case, an opinion which adjudicated the validity of that famous invention for all time. This was in the nature of a warning to prospective buyers; but somehow this peculiar incident seemed in keeping with the close of the turbulent and militant career of the bankrupt manufacturers.

A private exhibition of the American cinephone, a new apparatus for combining motion pictures and talking machine records, was held a couple of weeks ago at the Cinephone Co.'s offices, New York. The novelty of the machine was the simple method of synchronizing the speed of the picture film and the disc record. By means of two slowly moving illuminated pointers, one appearing in the picture and the other attached to the side of the talking machine mechanism, the picture operator is able to control the movement of the film so that the gestures of a singer and actor appear at practically the same instant as the sound of the voice. Several reels of film with their accompanying records were shown. The exhibitor explained that the machine was designed for educational purposes as well as for ordinary exhibition uses. Something of the same kind was accomplished by the cameraphone, a combination of the moving picture and Columbia Twentieth Century talking machine, but it did not prove a commercial success.

Dealers who doubt the manufacturers can enforce their conditions of sale by order of the court would profit by glancing over the list of people who have been proceeded against by the National Phonograph Co. for this very purpose. This is the first time the company have furnished the names of concerns who have fallen under the ban of the law, either for price-cutting or other violations of their agreement after "signing up," and including also the prohibition of handling other than the Edison line of cylinder goods. Much has been heard about the "restraint of trade," especially on the last count, but this doctrine does not apply in patent laws. A patented invention confers the inalienable right on the owner to prescribe on what terms or conditions he may sell his product; he enjoys the absolute monopoly of his property in every shape and form, if he chooses to exercise the privilege conferred upon him by the Constitution of the United States as interpreted by the highest Federal tribunal in the land.

Perhaps this may not be pleasant to contemplate when one is possessed with the idea that he can help himself to another person's property just because he figures he can, whether or no. Many cases of this kind have been brought in court by not only the National Co., but by the Victor and Columbia companies also, and in every single instance they have won out. It is a broad rule of law which the Federal courts have accepted as basic, and therefore the outcome of such litigation has only one ending. It should also be remembered that the courts

take cognizance of price-selling violations of this nature, whether the person or dealer has "signed up" or not. Under these circumstances every cutter or violator engaged in such practices will be inevitably brought up with a round turn when apprehended. Much bluster has been indulged in, and the "sea-lawyers" of the trade have advanced specious reasoning to the contrary, but neither amounts to a breath in a gale of wind when the offenders are haled to court.

The distinction of being connected—even in a remote way—with the talking machine trade is not lost sight of by the inventor of the Jones process for duplicating disc records, over which the courts have wrangled for years with the American Graphophone Co., owner of the patent, finally victorious. The said Jones, who at one time was employed in the experimental laboratory, investigating and foraging in new fields of discovery, of Emil Berliner, responsible for the celebrated Berliner patent, where he stumbled on his now famous invention, which revolutionized the pressing of discs, is now turning his talents to automobile mechanics and improvements. He has perfected several articles of merit in this industry which are liberally advertised. In a recent "ad," among other honors the publicity man of his firm showers on him is this: "J. W. Jones, inventor of the disc phonograph record." Hardly all that; but ad. writers are wont to take liberties with persons and things to make a point.

A jobber of high standing in the East, in talking with the World about the so-called cheap machines, remarked he was sorry that the trade situation prohibited their sale, as he felt confident they were helpful and educational. That is to say, a purchaser of such a machine may believe at the time it was good enough, but soon he learns that his taste was being educated to appreciate the more perfect even if higher priced article, and also the high grade records. In this way it served an excellent purpose, and therefore the sale of the cheap machine should not only be allowed but encouraged. These views were formally presented to the Victor Talking Machine Co. to gain them as an ally, being owners of the controlling patent, but the proposition was promptly and emphatically "turned down." The jobber in question thought he had made a valuable discovery, and his reward was "what the little boy shot at."

### A FEW NEEDLE POINTS.

"Dignity is not refrigerated manners."

Some men are so afraid of doing the wrong thing that they never do anything.

The clerk who accomplishes most is the one who makes the least fuss about it.

Some people are too independent to take a hint.

Many men are like wheelbarrows and must be pushed to make them go.

The man who writes a Spencerian hand fills in the check and the man who writes a poor hand signs it.

High finance is running into debt to buy a pocketbook.

Opportunity knocks at the door; importunity rings the bell and walks in.

Tact is making people believe you mean what you don't mean; diplomacy is convincing them that you don't mean what you say.

Boost and we'll all boost with you,  
Knock and you'll knock alone.

Some men make good—other men make good excuses. Be sure you're right, then go ahead—of your competitor, and go ahead with a spirit.

# FREE SAMPLE

## WRITE A POSTAL

If you have not yet seen the "Dustoff" Record Cleaner write for a free sample now. The "Dustoff" is the fastest selling talking machine specialty ever devised.

"Dustoff" Record Cleaners sell on sight. They are needed by every owner of records, as they keep the sound grooves free from dust and make the reproduction clear and sweet.



## "DUSTOFF" RECORD CLEANER

**FOR DISC RECORDS**—"Dustoff" Record Cleaners are covered with selected carpeting with a soft, fine high nap that fits into and removes dust from every minute crevice and groove.

**FOR CYLINDER RECORDS**—"Dustoff" Record Cleaners are covered with high grade lamb's-wool—making the most practical and efficient record cleaner.

**FREE CIRCULARS AND SHOW CARDS. EVERY DEALER NEEDS THESE GOODS.**

They retail at 15c. each and give you a good wide margin of profit. Send to us for **FREE** samples, then order through your jobber, as we do not supply the trade direct.

**— TONE CONTROLLER COMPANY, — PROVIDENCE, R. I.**

### TRADE IN THE QUAKER CITY.

Despite Labor Troubles Talking Machine Trade Is in Excellent Shape—February a Record Month—Fine Window Display at Columbia Co. Store—Columbia Specialties Selling Well—Geo. W. Lyle a Visitor—Mr. Otis Sydenham Dorian—L. Buehn & Bro.'s Good Report—Rearranging Heppie Departments.

(Special to The Talking Machine World.)

Philadelphia, Pa., March 7, 1910.

With all the troubles Philadelphia is experiencing just now, which is handicapping trade in most lines, there is one bright spot, and that is among the talking machine people, who are less affected than any of the other lines. This may seem rather odd, but there has been a general advance in the business in all its various departments, with the possible exception of a little falling off in the number of records that are being sold. This may be accounted for in the fact that the public, owing to bad transportation facilities on account of the strike, instead of going to the theaters are remaining home and finding entertainment in their talking machines.

February in Philadelphia was the best month in the talking machine business that the Philadelphia dealers have ever had. The sales almost doubled what they were a year ago and run considerably ahead of January of this year. In the selling of machines this same percentage apparently will be maintained during March, the possible exception being the selling of not quite as many records to the individual buyer.

The wholesale business is especially good. All the firms have their men on the road, and they are sending in large orders and the business in this end of the line has never been as active. Affairs in the outlying territory covered by the Philadelphians are especially good at present, and they look up well for the future, and the talking machine people are no doubt going to have the greatest year in their history.

I wish particularly this week to commend Manager Henderson on the fine window display that he is making. The one at present is exceptionally good, but the Columbia Phonograph window, through his novel schemes of decoration, is one of the show places along Chestnut street, and there is not a time at any hour of the day that you will not find half a dozen people outside looking at it. At present his window is devoted to Peary, the explorer. Peary addressed a letter to the phonograph company as follows:

"It gives me pleasure to say that the Columbia Graphophone and the outfit of Columbia records used during the expedition of 1905-1906 were taken again with us on the last expedition, and proved a never failing source of interest, amusement and entertainment to every one on board the Roosevelt during the long winter nights. Whether it was the 'Old Folks at Home,' 'Yankee Doodle' or 'The Wearing of the Green,' the result was always a distinct and agreeable break in the atmosphere of cold and gloom which surrounded us."

A facsimile of this letter on a fine poster is in the window as well as a facsimile of the flag that Peary placed at the North Pole, and other things connected with the discovery.

Mr. Henderson reports that the business of the Columbia Phonograph Co. has been very good and that February shows a very handsome increase over the previous month. While all the March records of the company have had a good sale, there has been a tremendous demand for "Put on Your Old Gray Bonnet" and "Cubanoia Glide."

George W. Lyle, general manager of the Columbia Phonograph Co., was here this week. R. B. Robinson, a salesman of the house, better known as "Robbie," has been out on a trip through the State and has met with very good success. He is doing very good work for his firm. The firm are still waiting for the new Columbia machines, on which they expect to do a big business.

O. C. Dorian, assistant manager of the Columbia Co., was presented with a very fine boy last week. They have decided to call him Otis Sydenham Dorian, believing the child is healthy enough to stand for the name. Mr. Henderson has not as yet placed him on the pay roll, but expects to do so soon. It is noted, however, that he has already made a few records for the company, which will likely be issued this Spring.

Louis Buehn & Brother, 45 North Ninth street, report that their February business was the largest in the history of the house. They have received a number of the new McCormack records and are very much pleased with them and believe that the Victor Co. have made a great business stroke in getting him to sing for them. McCormack is very popular with a large class of owners of the Victor. They have also been having very good success with the Fifth Act of "Faust" as issued by that company in their March list.

Robert Dungan is away just at present cover-

ing the anthracite coal regions for that firm and he is finding business in that section very good. They have been having an especially good business on the Victrolas and the Amberolas and are having difficulty in keeping them in stock. Edmund Buehn is at present traveling through the Maryland territory of the firm. They have been having a big sale on the Red Seal records.

Charles E. Robertson, of 3859 Lancaster avenue, has taken on a full line of the Victors. Before this they sold nothing but the Edison.

Mr. Phillips, of the National Phonograph Co., of Orange, N. J., stopped in Philadelphia on his way home from the West. He reports that he had a very good trip and that he found business, at least so far as his firm is concerned, in very good shape in all the sections he visited.

Louis Buehn was over to the Edison factory one day last week and found everything booming there.

The Penn Phonograph Co. enjoyed the biggest February they have ever had. It was a rush month from start to finish. This was not in any one line, but in all their various lines, and their sale of records was double what it was last year. They have had quite a number of out-of-town visitors. They are in very excellent shape for the spring business, and believe that it is going to be the largest in the history of the trade. They have been having a particularly heavy sale on the Victor "Miserere" record, made by Caruso and Alda, and have also had a big sale on the "Fifth Act of Faust" records. They report that the Edison Amberola is selling very well and is finding favor with the public. Their business in the coal regions has been exceptionally fine. They have opened several very satisfactory accounts in that section.

The Heppes are at work at present on the fourth floor of their 1117 Chestnut street store, which they are arranging into two rooms, one for a smoking and lounging room for purchasers of the talking machines, and another also to be used for that purpose. Smoking is not allowed in the large talking machine rooms of the firm on the first floor, and therefore, for the accommodation of male visitors who desire to hear records and enjoy a smoke at the same time, they have decided to arrange this room for their comfort and convenience.

D. D. O'Neill, the traveling manager of the Heppie talking machine department, has just come off of the road, having had a very satisfactory trip in which he opened several new accounts. He was up through northern Pennsylvania. Clarence Collins is on a trip through eastern Pennsylvania and New Jersey. The firm report that they are sold out of the Edison Amberola. Mr. Morgan is superintending the improvements in the Heppie talking machine department. They have also been having a great sale on the "Miserere" record, and one of their biggest sellers is "The Hallelujah Chorus."

As noted above, the strike has affected the talking machine business of Philadelphia very little, yet if it were not on just now there is no telling to just what extent the business would have reached this month. If it should be called off soon all the dealers believe that March would be the biggest talking machine month this section has ever enjoyed.

### NEW COLUMBIA DEALERS.

Howarth & Taylor are new Columbia dealers at Perth Amboy, N. J., their initial stock being sold through R. F. Bolton's wholesale department, 89 Chambers street, New York. In reality it is a branch of Andrew Brunton's business in Jersey City.

Another new and valued addition to the Columbia list of dealers is the F. P. Nelson department store, the leading emporium of Lowell, Mass. They will handle the Columbia line exclusively. The initial stock, of good size, is placed, and the department is in running order. The credit of this sale belongs to the Columbia corps of Boston, Mass.

There are many perfections of a man which are not capable of appearing in actions.

# BIGGER BUSINESS



Columbia Phonograph Company, Ce

# EVERY MINUTE!

The Beautiful Columbia Grafonola  
“Regent” Never Misses a Sale  
That Depends on Comparisons



And people are *making* comparisons, too.

We knew before we approved the blue-prints of this instrument that it was sure to be an extraordinarily important factor in the development of the talking machine business during 1910, but even so, we certainly did under-estimate its “taking” qualities.

As this advertisement goes to press we have a letter from a dealer in Illinois who has sold “Regents” faster than he has been able to get them, although deliveries have been very satisfactory—and who states that he has four more cash sales waiting for delivery of the machines to him.

The Grafonola Regent certainly is everything that a musical instrument ought to be, and several things that no other musical instrument can claim to be.

Those Columbia dealers who have negotiated exclusive selling rights are rather well agreed that the Grafonola “Regent” *alone* turned out to be reason enough for securing the exclusive selling rights.

What are *you* doing with the Regent?

en'l, Tribune Building, New York

## A CHEERY VICTOR MESSAGE TO THE TRADE

Sent Out in Letter by General Manager Geissler—An Excellent Sales Report That Means Prosperity—What Has Been Done During the Past Few Months—Dealers Must Go After Business to be Successful—Good Advice for the Man Who Sells.

Louis F. Geissler, general manager of the Victor Talking Machine Co., in discussing the business situation in a letter to the trade, issued March 4, says:

"We are so much pleased at the continuation of our excellent business that we cannot refrain from letting you know how our sales are going. We think we told you in some past communication how well our business was rehabilitated during the year 1909, our sales for that year having again reached the magnificent total reached in the year 1906, but leaving us still a contest with the record-breaking year of 1907.

"Our sales for the past three months justify the hope and belief that the year 1910 will surpass all records for prosperity with our dealers, our distributors and ourselves.

"Our sales for December were the greatest of any month, of any year, in our history.

"January, of 1910, was 40 per cent. better than January of 1909, and would have surpassed the sales of our banner January of 1907 but for our inability to ship the goods on order.

"February, just closed, will show sales and shipments of about 10 per cent. in excess of the best February in our history. The fact is our sales are limited only to our factory capacity.

"We trust that these indisputable indications of the enormous and increasing popularity of Victor machines and records will convince dealers who are not getting their proper percentage of this prosperity that they should put on more steam and go out among the public after the trade that awaits their energetic effort.

"It is wonderful what energy and enterprise will do, and as we are dependent almost directly on the efforts of our dealers, we cannot be too importunate in our requests that they 'go after the business.'

"Some men will go into a location where other dealers have practically made a failure, open up a Victor store and show them how to do business,

to the astonishment of the dealer who has sat there for a year or two believing that he was doing all that could be done in his section. One house will sell carloads of Victrolas in a month; another in the same territory will sell ten and think he is doing well.

"Each of our dealers can make comparisons of their monthly purchases from their distributors while they have held their contracts; if their business has been increasing by leaps and bounds, then they are keeping pace with us, and, consequently, with the others of our enterprising dealers; if your business with the distributor has been running down hill—then don't forget it—it is your fault.

"Victor goods are better than they ever were; more attractive than they ever were, and the people are in your territory who will buy them, and if they are not buying them, then it is the fault of your stock, your methods of display, your advertising, your sales people, your canvassers, your travelers, or the head of the house himself, on account of the lack of interest and supervision that he exercises over his Victor department.

"We are doing a good business, an excellent business, but we want more—a lot more—and are willing to build even more factories to care for it.

"The desirability of our wares justifies the opinion that we should sell ten Victors for every one that we are selling to-day, and we would do it, too, if we could rivet the attention of our thousands of dealers to the possibilities of Victor sales—the 'Wonder' of the Victor, its growth in popularity, and its never-ending novelty.

"We ask you to help us in every possible way to enlarge this business; every time we make a dollar our distributors and dealers make five, so you see our suggestions are not entirely selfish. We are delighted to look forward to such good prospects for the year for us all."

### TRADE NEWS FROM CLEVELAND.

Business of Steady Volume but Quiet—Higher Priced Outfits Selling Well—Small Stores Entertain Customers—Moving Picture Machine for Orphans—What Dealers Have to Report—G. J. Probeck Co. Improving Store—Personal Items of Interest.

(Special to The Talking Machine World.)

Cleveland, O., March 8, 1910.

The talking machine business during the past month has been fairly steady, although the dealers state it has been rather quiet, more especially in the cheaper class of goods. There have been, however, sales of a large number of the higher-priced machines of the different makes, as well also of the more expensive records, and while trade in the cheaper grades is slower, it is improving. People are unquestionably more interested in the talking machine than ever heretofore—they are making inquiries, seeking demonstrations, and are self-educating themselves to the buying point, and the question of closing a sale lies with the dealer.

Some of the notion and 10-cent stores are installing phonographs, and thus entertain their customers while making purchases.

The Jewish Orphan Asylum of Cleveland has been presented with a moving picture machine by Milton Hart, of Chicago. It is used not only in showing entertaining pictures but also for instruction in connection with the different studies at the orphanage. A talking machine adds largely to the culture and entertainment of the little inmates.

Mr. Towell, of the Eclipse Musical Co., said business was moving along very satisfactorily. Dealers, he said, were ordering very liberally, evidently anticipating a good spring trade.

Conditions were reported about the same during the past month as for the month previous, by the W. J. Roberts, Jr., Co. "Trade," said Mr. Biesinger, "is good, especially in the record line. The March catalogs cover a wide range of desirable selections in both the Red Seal and Amberol lists. Victrola sales are fair, but demand for machines is not very active. We featured the beautiful "Miserere" scene of "Il Trovatore," the special record put out by the Victor Co., and sales of this record are fine. Prospects are good and I look for a fine spring trade."

"While the weather has been somewhat detrimental, we are doing a very satisfactory business," said Mr. Foote, manager of the talking machine department of the Goodman Piano Co. "There is an excellent demand for Victrolas and we are making daily sales of the various makes. Our record trade is daily increasing, particularly for the higher-class productions."

Continued activity prevails at the store of B. L. Robbins & Co. The company are doing a good business in both machines and records. Mr. Robbins said the store was rarely without from one to twenty customers, and that he and his assistants were kept busy from morning till night. It keeps them figuring to keep up their supply of records.

The G. J. Probeck Co. have made some alterations and improvements in the store, giving enlarged space for exhibition of goods and better demonstration facilities. Concerning business, A. W. Robertson said: "We are having a very excellent demand, growing daily, for the new four-minute Columbia Indestructible cylinder records, and along with it comes a demand for the four-minute attachments, as well also for cylinder machines so equipped. All this, aside from the constantly growing demand for the two-minute Indestructible records. In the field of

disc machines the Grafonola, especially the Regent library table type, is receiving most flattering attention from the public, and while many sales have already been made, many more will be if the host of inquiries mean anything. The usual large demand for double-disc records is not abating, and the prospects are good for a steady demand in the coming spring months."

Conditions in the talking machine department of the Bailey Co. are reported very satisfactory, the volume of business in February having been very much larger than that of January. "The demand for Victrolas," said Mr. Friedlander, "is decidedly good and daily increasing, as it is, also, for the combination Edison machines and Cygnet horns, of which we are making daily sales in goodly numbers. Our Edison, Victor and Zonophone record trade is splendid and constantly increasing. The Harry Lauder records are in big demand."

"Our business is very good," said Mr. Dorn, of Collister & Sayles. "There is a fair demand for machines, almost universally for the higher-grade Victrolas and Victor records."

Coblitz Bros. are doing a good business in the talking machine department of their music store. Mr. Coblitz stated there was a big demand for foreign records.

"Business is good," said H. L. Tinker, of the May Co.'s talking machine department. "We are doing double the amount of business we did a year ago. Trade has surprisingly improved in the last two weeks. We are making many sales of Victrolas of all grades, from the lowest to the highest priced instruments, and are having many inquiries for Amberolas. Owing to a growing demand we are laying in a full line of popular-priced Italian grand opera records."

Miss Elsie Wicks, in charge of the talking machine department of the store of Chas. I. Davis, said business was daily improving, with an increasing demand for both machines and records.

A. L. Parsons, recently in charge of the Talking Machine Store, 27 Taylor Arcade, has retired, and Harry Rood, formerly of the Rood Co., Warren, O., is now manager.

A very satisfactory business in the talking machine department of Brown Bros. was reported by the manager, Miss L. Byrnes. "Trade," she said, "was quite good throughout February, and March has started in most propitiously. Demand for machines is good, especially for the better grade of Graphophones, and we are having many inquiries for the Grafonola De Luxe. Our sales of double-disc records are increasing, the Fonotopia series, including Kubelik, Tonybardi, Lehmann and Thibaud being popular."

"Business is good—booming," said Mr. Smith, of Flesheim & Smith. "The only trouble we are experiencing at present is to get a sufficient supply of machines and records."

At the West Side Columbia store of John Reiling business was reported very good. "I have considerable trouble," he said, "in getting what foreign records I need. My patronage comes largely from the foreign portion of our citizens. They are good patrons, but prefer records in their own native tongue, with fatherland music. My sales of machines are fair and I have a fine record trade."

Joe E. Bazemore, well known in business circles in Atlanta, Ga., has been appointed manager of the retail department of the Columbia Phonograph Co. at 82-84 North Broad street, that city.

The National Multinola Co., Cleveland, O., have incorporated under the laws of Delaware, with a capital stock of \$1,000,000, to manufacture, sell and lease all kinds of talking machines.

A block of securities of the defunct Leeds & Catlin Co. were disposed of at the Exchange Salesrooms, New York, March 2. The lot consisted of \$42,000 first mortgage 6 per cent. sinking fund gold bonds, due July, 1932; July, 1908, coupons on, 6 per cent., and 150 shares \$100 each, at \$10 for the lot. Probably bought as souvenirs.





**Notice how much you see those Columbia notes nowadays? They stand for product that stands for profit.**

**REGARDING THE SALESMAN.**

Some Live Points Presented in the Speech of C. St. Elmo Lewis Before the Detroit Music Trade Association That Are Well Worth Reading—The Question from the Viewpoint of a Practical Man—Something of the Victor Talking Machine Co.'s System.

(Special to The Talking Machine World.)

Detroit, Mich., March 9, 1910.

At the annual meeting and banquet of the Detroit Music Trade Association, held at the Griswold House on March 1, among the many interesting addresses delivered was one by C. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Co., in which he discussed salesmanship from practically all viewpoints. The address was an interesting one, interspersed with many little stories based upon the experience of the writer in which he told of having visited various stores and tested the qualities of the sales force and in mostly every instance found them lamentably lacking in all those essentials which tend to make a successful salesman. He said:

"There are two fundamental elements that go to make up a salesman—enthusiasm and knowledge of the goods. Enthusiasm is the steam, the force behind the knowledge; knowledge has to do in turn with two other items—knowledge of men and knowledge of the goods to be sold. Of these two things enthusiasm is the thing born in a man."

Mr. Lewis showed very clearly and forcefully the great injury which the ignorant and incompetent man inflicts on a business. Among the illustrations adduced was the following, which bears upon our own industry:

"I want to buy a Victrola—some day—not for a year possibly. I have had five demonstrations, but no salesman has sold me. They're waiting for me to come in and say, 'Please send me one.'"

"One said: 'Why not let me send one up to your house on trial?'"

"I gave him ten good reasons—he didn't have one reason why I should. He asked me for objections. He got them—then didn't know what to do with them."

"He should have read the Victor's little book. 'Probably he was a born salesman and didn't need it.'"

"The proprietor didn't train that young man."

"That this criticism of retail salesmanship is generally shared by the large national advertisers who are endeavoring to make a market for trade-mark goods, is borne out in the increasing practice of preparing sales manuals, in organizing crews of men and women who go about the country not only demonstrating to possible customers, but demonstrating to the sales people how to sell the goods."

"Such concerns as the Victor Talking Machine Co. issue sales manuals, and their manual, by the way, is one of the most effective that has come to my notice."

Mr. Lewis's idea of "Creative Salesmanship,"

which was the title of his address, is explained in his definition of the salesman as of two broods—the man who waits for you to hand him an order, and the man who takes one away from you. The one is created by a ready market—the other creates a market.

**OUR FOREIGN CUSTOMERS.**

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

(Special to The Talking Machine World.)

Washington, D. C., March 10, 1910.

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

**FEBRUARY 5.**

Amapala, 4 pkgs., \$138; Brussels, 42 pkgs., \$284; Buenos Ayres, 75 pkgs., \$2,770; 112 pkgs., \$975; 45 pkgs., \$1,208; 163 pkgs., \$18,845; Callao, 3 pkgs., \$230; Colon, 4 pkgs., \$134; 4 pkgs., \$119; Havre, 3 pkgs., \$278; London, 351 pkgs., \$11,081; 12 pkgs., \$1,400; Manila, 219 pkgs., \$9,519; Maracaibo, 7 pkgs., \$277; Melbourne, 97 pkgs., \$1,349; 899 pkgs., \$6,420; Montevideo, 8 pkgs., \$806; 8 pkgs., \$585; Vera Cruz, 134 pkgs., \$5,153; Yokohama, 71 pkgs., \$3,393.

**FEBRUARY 12.**

Amapala, 15 pkgs., \$323; Berlin, 48 pkgs., \$1,142; 10 pkgs., \$379; Bombay, 10 pkgs., \$441; Guayaquil, 2 pkgs., \$114; Havana, 24 pkgs., \$1,201; Liverpool, 1 pkg., \$100; London, 216 pkgs., \$5,226; 28 pkgs., \$2,683; Melbourne, 3 pkgs., \$202; Milan, 1 pkg., \$256; Para, 1 pkg., \$106; St. John, 2 pkgs., \$113; Turin, 33 pkgs., \$1,480; Vera Cruz, 298 pkgs., \$4,911.

**FEBRUARY 19.**

Algoa Bay, 503 pkgs., \$3,985; Cartagena, 10 pkgs., \$375; Havana, 17 pkgs., \$420; Havre, 103 pkgs., \$684; London, 215 pkgs., \$4,022; 20 pkgs., \$2,400; 13 pkgs., \$1,018; Manila, 51 pkgs., \$3,969; Para, 16 pkgs., \$1,036; 5 pkgs., \$340; Progreso, 126 pkgs., \$3,556; Rio de Janeiro, 55 pkgs., \$2,335.

**FEBRUARY 26.**

Berlin, 203 pkgs., \$2,587; Buenos Ayres, 194 pkgs., \$4,393; Callao, 9 pkgs., \$440; Havana, 6 pkgs., \$196; Hong Kong, 11 pkgs., \$272; Limon, 4 pkgs., \$176; London, 12 pkgs., \$777; 240 pkgs., \$6,297; 46 pkgs., \$4,074; Melbourne, 106 pkgs., \$3,290; Milan, 6 pkgs., \$500; Rio de Janeiro, 18 pkgs., \$1,390; Shanghai, 8 pkgs., \$237; Tampico, 26 pkgs., \$281; Valparaiso, 7 pkgs., \$320; Vera Cruz, 98 pkgs., \$1,953; Yokohama, 2 pkgs., \$126.

**MARCH 2.**

Berlin, 11 pkgs., \$220; Buenos Ayres, 275 pkgs., \$14,234; Corinto, 10 pkgs., \$376; Demerara, 7 pkgs., \$236; Havana, 3 pkgs., \$185; 14 pkgs., \$1,123; Manila, 11 pkgs., \$744; Montevideo, 6 pkgs., \$1,665; Para, 9 pkgs., \$587; Rio de Janeiro, 5 pkgs., \$1,679; 8 pkgs., \$698; 9 pkgs., \$1,814; Sydney, 198 pkgs., \$3,763; Vera Cruz, 93 pkgs., \$2,609.

The man who thinks of the unpleasant things is unhappy. The man who thinks of the pleasant things is happy.

**COL. DEZEVALLOS A VISITOR.**

The Manager of Phillips & Buttorff Co. Places Orders with Columbia Co.—Came North in Interest of Military Tournament to be Held in Nashville in June.

Last week Charles Dezevallos, manager of the Phillips & Buttorff Mfg. Co., exclusive Columbia jobbers, Nashville, Tenn., was in New York, and during his stay was the guest of the Columbia Phonograph Co. Monday he visited the factory of the company, chaperoned by B. Feinberg, the special representative of the wholesale department. Before leaving for his home Mr. Dezevallos placed a substantial order for goods.

Col. Dezevallos came North on February 18 in the interest of the grand military tournament that will be held in Nashville June 19 to 27, stopping at Washington, D. C., to extend an extra invitation to President Taft and Secretary of War Dickinson to be present as special guests of honor. The President had a pleasant chat of a quarter of an hour with Mr. Dezevallos, chairman of the committee of arrangements, and promised to attend the tournament if Congress adjourned by that time. The head of the War Department, as a native Tennessean, assured his visitor he would be on hand. Several other prominent public men gave the same assurance, so that the mission of the Columbia Co.'s representative was successful in every sense. Mr. Dezevallos is the son-in-law of Mr. Buttorff, of the company, and attends to the buying of the talking machine department.

**PHONOGRAPHS IN LEPER SETTLEMENT.**

In the leper settlement at Kalawao, Molokai, Hawaii, several Home phonographs and over 1,200 records, distributed throughout the entire reservation, afford unlimited entertainment to the inmates, especially to the young people, according to a letter recently received by the National Co. from the superintendent of the colony. The records of native songs and dances made in America by Toots Paka's Hawaiians are, of course, in greatest demand, but the leper boys extract no end of amusement from making records of their own voices—songs, recitations, etc. In this they are quite successful, some of the records, Superintendent Dutton says, being very good, low, and quiet but tuneful.

**EDWARD D. EASTON RETURNS.**

Edward D. Easton, president of the Columbia Phonograph Co., General, reached the executive offices on March 7 after a fortnight's visit to Mexico with Mrs. Easton. They had returned to their beautiful home in Agricola, N. J., the preceding Saturday, greatly pleased and benefited by the trip.

None of us does his level best, though most of us boast that we do. There is more latent than active power in the average man; the man of whom this is not true is apt to be a genius.

## AN IDEAL RECORD CLEANER.

Sol Bloom Finds That Carbona Removes Dust and Foreign Substances from the Surface of Records—A Non-Explosive Preparation Which Has No Offensive Odor.

It is generally admitted that Sol Bloom, the well-known talking machine jobber of New York and Philadelphia, is not only a clever business man but original and novel in his methods.

Recently Mr. Bloom made a discovery—a discovery which will interest talking machine men everywhere.

He had been trying for some time to find a substitute for benzine in cleaning disc records.

The objection to that liquid is its inflammability, also the odor is offensive.

While investigating, Mr. Bloom tried Carbona and with excellent results.

This preparation was ideal in every respect, removing all dust and accumulation of any nature whatsoever and without any disagreeable after effects.

Mr. Bloom was somewhat enthusiastic over his discovery and while discussing the matter with The World in his Fifth avenue office last week requested that several of the oldest disc records in stock be submitted to him.

Two or three gentlemen were present at the time and after moistening a cloth with Carbona the surface of the records was rubbed gently and every particle of dust and accumulation was removed, leaving the record as bright and clean as when it left the factory.

After the demonstration was made, which was more than satisfactory to the gentlemen present, Mr. Bloom said:

"I believe that every talking machine man in the country will be interested in this.

"It does away with all danger from explosion in having benzine around the premises and there is no objectionable odor.

"Carbona, to my mind, has qualities which make it an ideal record cleaner and I feel that my discovery, if the world terms it such, will be hailed with delight by talking machine men everywhere when they learn of the excellent properties of this creation."

Talking machine dealers and users will at once recognize the value of a perfect odorless cleaner which is non-explosive and Carbona seems to fill all of the requirements.

It will be particularly convenient for dealers whose customers constantly ask them for a good record cleaner.

Carbona can be easily procured and it can be easily carried in stock by dealers.

It has become an article of necessity almost in the household, only people do not know of this new use to which it can be successfully put.

After records have been handled a certain time the grooves become filled with dust and when handled by sticky and perspiring fingers the floating dust finds a firm lodgment, and all this, of course, interferes with the sound, and Carbona, when placed upon a cloth and rubbed over the record, removes instantly all foreign substance of any nature whatsoever.

## BUSINESS AT THE EDISON FACTORY.

Business prospects at the Edison factory are brighter at the present moment than they have been at any time in the past two years. Orders are increasing daily and many of them, in the magnitude of their proportions, recall pleasant memories of the kind that prevailed before the now historical depression. For instance, one jobber's order for Amberol records covering a period of ten days ran well into six figures—meaning, of course, number of records. There is plenty of evidence, moreover, that the present condition is stable. The orders are well balanced among the various types of machines and records, for one thing, and then the general tone of letters from the trade indicates the restoration of confidence among the selling branches.

There is an unabated demand for Amberols, which the company are extending themselves in

every way possible to meet. Judging from the enthusiasm that is manifested among the trade and the testimonials from pleased purchasers, which are sent without solicitation, the Amberola has stimulated the talking machine business to a tremendous degree. The National people expect to soon be in a position to exchange their new combination Amberola reproducer, model N, for the model L, thereby enabling their dealers to placate those owners of Amberolas who are as yet prevented from playing their Standard records on the machine.

The orders for Amberol records have been so heavy as to keep their production pushed to the limit in order to take care of the regular schedule. It was impossible, therefore, to prepare for the attachment proposition without the installation of additional machinery, which has been done, and which, they expect, will enable them to take care of the enormous volume of orders that are certain to follow its introduction.

## DEATH OF S. E. PEARSALL.

After an illness of a month, Silas E. Pearsall, proprietor of the firm of Stanley & Pearsall, Victor distributors, 541 Fifth avenue, New York, died suddenly on March 6 at his home in Passaic, N. J., aged forty-three years. The funeral took place March 8, but the place of business was not closed. The business, in the heart of New York's fashionable retail district, originally established by G. A. Stanley, formerly connected with the Jacot Music Box Co., was later acquired by the deceased partner, and now reverts to the latter's father, who will continue it without change. Miss Spaulding is the capable manager in charge, assisted by a sister, and this status will be preserved. Mr. Stanley, who retired on account of delicate health, sails for Europe next week.

## A FINE "TALKER" DEPARTMENT.

When the talking machine department of the Gimbel Bros. store in Milwaukee, Wis., is finally settled in the new quarters on the second floor of the building and the five handsome sound-proof rooms are completed, Manager L. C. Parker will have one of the finest talking machine stores in the city. One of the features of the new quarters is the large auditorium for the purpose of giving Victrola recitals.

The good employe never betrays the power which employs him. He is never even remiss in its service.

## EXPORTS AND IMPORTS

Of Talking Machines for January—Exports Show Strong Gain as Compared with Last Year—Some Interesting Figures.

(Special to The Talking Machine World.)

Washington, D. C., March 9, 1910.

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

The total exports of talking machines, records and supplies for January, 1910, amounted to \$301,865, as compared with \$233,691 for the same month of the previous year. The seven months' exportations of talking machines, records and supplies amounted to \$2,191,548, as against \$1,711,887 for the same period in 1909.

The total export figures for the seven months of the past three years are as follows: 1908, \$3,064,633; 1909, \$1,711,887; 1910, \$2,191,548.

The value in detail of exportations of talking machine records and supplies amounted to \$202,764 in January, 1910, as against \$233,691 for the same month of 1909, and for the seven months ending in January, 1910, they amounted to \$1,398,592, as against \$1,711,887 in 1909 and \$3,064,633 in 1908.

The value of all other parts relating to talking machines, phonographs, records and materials therefor sent abroad during January, 1910, amounted to \$99,101; the total exports for the seven months under this heading foot up \$792,956.

## ASSETS TO BE DISTRIBUTED.

Receivership of Leeds & Catlin Co. Terminated.

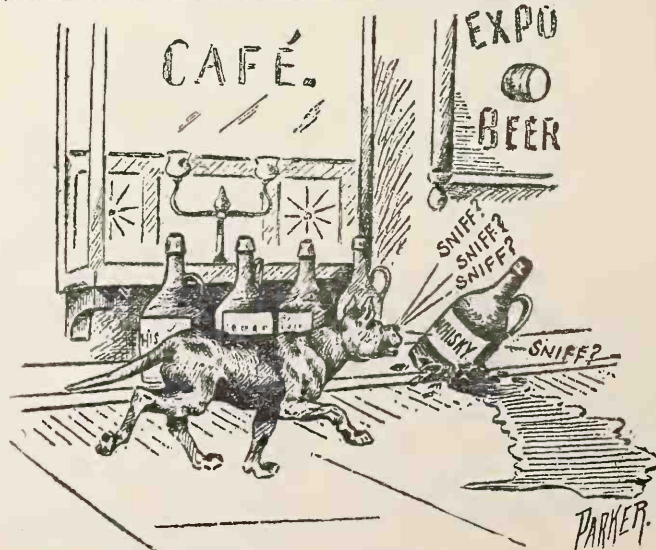
(Special to The Talking Machine World.)

Middletown, Conn., Feb. 28, 1910.

In the Middlesex County Superior Court, Judge Case has accepted the final report of Thomas S. Brown, as receiver of the Leeds & Catlin Co., manufacturers of talking machine records, and has terminated the receivership. The property has been sold under foreclosure proceedings brought by the Hamilton Trust Co. of Brooklyn, as trustee for the bondholders, and the assets have been ordered distributed among the bondholders, most of whom live in New York. The assets yielded enough to pay only a small percentage of the face value of the bonds.

The man who keeps on knocking will sooner or later begin to hear things about himself that will be news to him.

## MASTER'S BREATH



ABSENT-MINDED PUP—AH! THIS MUST BE MASTER!

(Evening World.)

## TALKING MACHINE DEALERS ORGANIZE

The Eastern States Talking Machine Dealers' Association Elect Officers and Adopt Constitution and By-Laws at Meeting Held in New York City on March 9—Addresses by a Number of Notable Members of the Trade—Frank C. Storck Becomes President—Will Meet in Atlantic City with the Jobbers in July—An Important Conference.

Responding to a call sent out by Frank C. Storck, of Red Bank, N. J., a goodly number of talking machine dealers of New York and neighboring States met at the New Grand Hotel, New York, on March 9, for the purpose of forming the Eastern States Talking Machine Dealers' Association. Besides the dealers there were present, by invitation, representatives of the three manufacturing companies, the National Association of Talking Machine Jobbers and The Talking Machine World.

The meeting was divided into two sessions, the morning session being given over to the discussion of the needs of an association and what could be accomplished by such an organization. Mr. Storck, as temporary chairman, opened the meeting with a few remarks regarding the object of the gathering, and then called upon Louis F. Geissler, general manager of the Victor Talking Machine Co., for suggestions.

### Louis F. Geissler's Address.

Mr. Geissler in his talk dwelt strongly upon the possible effects of co-operation among the dealers in any particular town or section of territory, and pointed out that three dealers in a town working in harmony could accomplish more for the talking business than double the number working at cross purposes, and that everything done to further the cause of the talking machine meant an increased business for all those handling the line. He also proposed a division of territory among the dealers of a town, and declared that better results could be accomplished by a dealer working a certain section thoroughly than by covering a large territory in the face of strong competition. Mr. Geissler then emphasized what the factories were doing to advance the business through their advertising and sales departments, and stated that the work of the factories was largely wasted unless dealers put forth their best selling efforts. He expressed himself as being greatly in favor of house to house canvassing as the best way to uncover prospects. In closing, Mr. Geissler gave assurances of his company's interest in any movement for the benefit of the dealers and promised all the support possible.

### Edward Lyman Bill Called Upon.

Edward Lyman Bill, editor and proprietor of The Talking Machine World, was next called upon to offer what advice he could regarding the proposed organization, and in the course of his remarks pointed out the benefits derived from organization and where the dealers would find an association of value to them in their business. Mr. Bill emphasized the fact that no half hearted interest could be expected to bring results in association work, and that only by pulling strongly together could the venture prove a success and accomplish its objects.

Then, too, the dealers were warned not to attempt too much in the beginning, but rather to take up each matter separately and bring it to a successful conclusion before attempting anything else.

Mr. Bill stated that he was a decided optimist regarding the talking machine business and considered that at present it was only in its infancy, with its greatest growth yet to come. In closing he promised his hearty support to the movement through the medium of The Talking Machine World.

### Letters from F. K. Dolbeer.

F. K. Dolbeer, sales manager of the National Phonograph Co., who was unable to be present, sent a letter voicing the approval of that company for the movement, and promising support where possible. Mr. Dolbeer was represented at the meeting by A. C. Ireton, assistant sales manager, who made a brief address.

### H. A. Yerkes' Interesting Remarks.

H. A. Yerkes, representing the Columbia Phonograph Co., was also called upon, and made an interesting address, in which he expressed the complete sympathy of his company with the movement and wished it every success. He dwelt upon the value of associated work, emphasizing the fact that if the talking machine dealers stood together with a common purpose in view that much betterment could be accomplished. His talk was received with close attention.

The chairman then said that they would be pleased to hear something from the advertising end of the talking machine business and called upon Geo. P. Metzger, advertising manager of the Columbia Phonograph Co.

### Geo. P. Metzger in Optimistic Mood.

Mr. Metzger is an optimist on the talking machine situation, and in the course of his remarks it was plain that he believed the trade surface only had been scratched. He emphasized the necessity of hustling for business, and instanced the fact that where he lived, Stamford, himself, or none of his friends, save one, had been approached by local dealers to sell them a talking machine.

Mr. Metzger felt that what was true in his town was true of others, and that the field was a rich one which lay before the talking machine dealers, and it only required systematic effort on their part to produce rich harvests.

There were a number of other short talks when the chairman announced that as the hour was past twelve it was necessary to adjourn for lunch, and that the meeting would re-convene at two o'clock, at which time definite plans for the formulation of a permanent organization would be presented for the consideration of the talking machine men present.

### J. N. Blackman on Association Work.

At the opening of the afternoon session J. Newcomb Blackman, vice-president of the National Association of Talking Machine Jobbers, and one of the most active members of that successful organization, spoke on the subject of association benefits and methods from his own experience, and offered the dealers some excellent advice for their guidance in the new undertaking.

After Mr. Blackman's talk the work of organizing made rapid progress, the following officers being nominated and elected: President, Frank C. Storck, Red Bank, N. J.; vice-president, H. V. Lough, Plainfield, N. J.; secretary, John Diehm, Brooklyn, N. Y., and treasurer, A. Lasus, New Rochelle, N. Y. On the executive committee were appointed E. F. Glover, West Hampton Beach, N. Y.; Chas. A. Laureigh, Orange, N. J.; Thomas Riddell, Brooklyn, N. Y.; R. Montalvo, New Brunswick, N. J., and M. Goransky, Yonkers, N. Y.

The constitution and by-laws, drawn up by a committee appointed at a preliminary meeting early last month, were approved with slight changes.

The dealers registered at the meeting were: H. V. Lough, Plainfield, N. J.; Chas. A. Laureigh, Orange, N. J.; M. Goransky, Yonkers, N. Y.; H. Henry Springmann, Hempstead, L. I.; Irwin Moser, Hamden, N. J.; M. Buchner, Newark, N. J.; W. O. Brown, Dover, N. J.; Barnett & Buck, Newburgh, N. Y.; H. H. Lister, Plainfield, N. J.; N. Alexander, Long Branch, N. J.; International Phonograph Co., New York; Greater New York Phonograph Co., New York; Adolph Mayer, New York; Jacob Wester, Newark, N. J.; Otto Goldschmidt, New York; John Lanzaro, Brooklyn, N. Y.; Thomas Riddell, Brooklyn, N. Y.; A. Lustberg, Huntington, L. I.; E. F. Glover, West Hampton Branch, N. Y.; R. Montalvo, New Brunswick, N. J.; Seaver Bros., Brooklyn, N. Y.; John Diehm, Brooklyn, N. Y.; Frank C. Storck, Red Bank, N. J. The following dealers were registered at their written request, though not present at the meeting: Irving P. Hallock, Greenport, N. Y.; D. S. Marsh, New London, Conn.; G. Pagani & Bro., New York; F. E. Soule, New Milford, Conn.; E. A. Koonz, Wurtsboro, N. Y., and B. Howard, Tannersville, N. Y.

Before the adjournment resolutions were passed thanking the hotel management for their courtesy and Edward Lyman Bill for the support afforded the association through the columns of his publications.

The next meeting will be held on April 13 at the New Grand Hotel, New York, and thereafter meetings will be held every quarter on the second Wednesday of the month. It is hoped to hold the July meeting at Atlantic City at the same time as the jobbers' convention, July 5, 6 and 7.

A meeting of the executive committee has been called for March 18.

The yearly dues are \$5 for active members and \$2 for associate members, the latter not being entitled to any vote though they may attend the meetings and profit by the discussions.

## SYRACUSE WIRE RECORD RACK No. 2A WITH BOARD SHELVES



This illustration shows our 2A rack with board shelving so that the envelope system for carrying the records can be used. This rack is an exact duplicate of our 2A with the addition of the wood shelving. If you have our catalog compare it with our 2A; if you have no catalog get one to-day.

Price of the Rack as Shown, \$5.25 (envelopes NOT included)

## SYRACUSE WIRE WORKS, Syracuse, N. Y.

The R. S. Williams & Sons Co., Toronto and Winnipeg, Canadian Representatives


**The Columbia Grafonola is "the one incomparable musical instrument."**


Applications for membership should be forwarded to the secretary, John Diehm, Brooklyn, N. Y., accompanied by the annual dues.

The dealers present at the meeting were enthusiastic at the prospect of the association and the possible good that may be accomplished through the organization, and are confident that the membership will rapidly increase now that a start has been made. An active campaign will be begun at once to secure new members.

#### Party Visits National Co. Factory.

On Thursday morning a party of about a dozen dealers visited the factory of the National Phonograph Co., at Orange, N. J., in response to a hearty invitation extended by Mr. Ireton, and were conducted through all the departments of the plant. At noon the dealers were entertained at lunch by the company. They were much impressed with what they saw regarding the manufacture of Edison machines and records and very appreciative of the courtesy shown by the company.

### A SALES PROMOTION PLAN.

Weser Bros., Piano Manufacturers, Have a Novel Plan for Sales Making Which Will be of Interest to Dealers.

Talking machine dealers are quite naturally interested in business plans whereby manufacturers co-operate with them for the extension of trade.

Some of the talking machine men who have taken on pianos have found the line to blend splendidly with talking machines, but a good many have not cared to enter into an outside line because they are not acquainted with the conditions and do not understand how to handle trade problems.

Weser Bros., the well-known piano manufacturers, 520 West 43d street, New York, have incorporated a new feature in their business which they term "The Dealer's Sales Promotion Department."

It is a co-operative advertising plan and it has worked out successfully.

Weser Bros., in a recent bulletin issued, state: "Our plan of following up your prospective piano purchasers direct from this office is a sales 'clincher.' We have prepared, after much time, study and revision, a series of letters containing sound, sensible reasons why every prospective piano purchaser should buy the Weser piano. We have learned from experience that prospective purchasers of any commodity like to receive letters direct from the manufacturer. It creates confidence in the first place—and it puts the prospect in a very receptive frame of mind. Our letters do the hard, preliminary introduction work for the dealer and make sales twice as easy for him. We want every Weser dealer to send us his list of live, prospective purchasers, and we will send them this series of letters, our latest elaborate catalog (either regular piano or player-piano), whichever they may be interested in, and write any special letter, or letters you may deem

necessary to get the business—all at our own expense.

"We have in preparation, as this bulletin goes to press, an elaborate electrotype book containing a large number of original, attractive illustrative cuts for use in connection with Weser newspaper advertising. This book has been prepared to assist the dealer in his advertising campaign and to relieve him of the bother and expense of preparing newspaper announcements.

"We have also had a large number of newspaper electrotypes of our complete line of pianos made, which we will be glad to send you on request, and we will write up any of your advertisements that you desire, if you will send in the facts. You thus have an up-to-date mail order and advertising department at your disposal at all times.

"Our handsome photograph album, containing 5 x 7 actual photographs of our complete line of pianos and player-pianos, is now ready for distribution. These photographs show off our pianos to unusual advantage, and bring out all the details in the carving and the case work, and have a much better effect than could possibly be obtained by half-tone work in a catalog. This album fits conveniently in the coat pocket and has proven of great assistance to Weser dealers and their outside salesmen.

"We are always glad to send a liberal supply of catalogs and small folders illustrating our complete line of pianos and player-pianos with the dealer's name imprinted thereon. This advertises you as well as our piano.

"We will advance from time to time a number of new advertising features for the benefit of the Weser dealer, and we invite suggestions along this line at all times. We have also made a great

many improvements in our factory and sales organization, as well as in the construction of our pianos."

### BLACKMAN CO.'S GOOD REPORT.

Good Orders from Regular Dealers and a Number of New Dealers Secured—Demand for the Blackman Specialties—The Playrite and Melotone Needles.

The Blackman Talking Machine Co., as usual, have an excellent report to make regarding the business during the past month, and state that besides adding several new dealers to their already large list, they have been in receipt of substantial orders from practically all of their regular dealers, which may be taken as an indication that the retail talking machine business in their territory is of an active nature.

Besides the various styles of machines and records, the Blackman specialties—the Blackman folding record trays, Place record brushes, and Playrite and Melotone needles—are in growing demand.

Both the needles named have proven very popular with the users of disc talking machines, owing to the fact that they produce the results as represented. The Playrite needles have been found to produce an excellent volume of tone and do not give out in the middle of the record, but keep up their good work right to the end. The Melotone needles have been found specially desirable for the home, giving a mellow but perfect reproduction. Jobbers and dealers who are not familiar with the Blackman needles should write for samples, which are free to the trade.



MAX LANDAY, PRESIDENT OF LANDAY BROS., INC., EXAMINING A PROOF RECEIVED FROM PRINTER ON A CUSTOMER'S FILING CARD, A COPY OF WHICH WILL APPEAR IN HIS FORTHCOMING BOOK, "HOW TO MAKE YOUR 'VICTOR' BUSINESS A SUCCESS."

# Papers that are Read throughout the World



A traveler returning from a world-wide trip remarked while recently in the office of this trade newspaper institution: "I was very much surprised to find your papers scattered completely round the world. No matter in what country I visited, I found your trade newspapers there ahead of me."

In this connection we may state that there is hardly a country on earth which is not reached by this trade newspaper organization.

The illustration which is shown above is a photographic reproduction of foreign remittances which came in a single day's mail.

Upon examination it will be seen that remittances

were received from Japan, New Zealand, Mexico, Australia, Queensland, New South Wales, Canada, France, England, French Colonial possessions as well as other British colonies.

Probably few trade newspaper institutions could show such indisputable evidence of world-wide circulation. Readers seldom stop to consider what an influence is wielded by a trade paper which attracts the attention of business men of all lands.

They consult it regularly—they await its arrival with interest because it conveys to them an intelligent summary of conditions in the par-

ticular lines of trade in which they have a deep interest.

Aside from news features, well conducted trade papers contain many valuable suggestions which are of aid to the merchant and manufacturer, and while not controlling them or exerting an autocratic influence over them, it wields a tremendous force simply by reason of the manner in which it appeals to the intellectual side of business men.

This trade newspaper organization has been built simply through the delivery of values alike to subscribers and to advertisers.



NONPAREIL RECORD CASE (CLOSED).

**We Have Found It!**  
**We Are Making It!!**  
**It Is Going to be Exclusive**  
**and It Is Patented!!!**

A combination Album and Carrying Case along the lines of the Victrola Album, but more convenient and with a greater capacity for its size than anything ever gotten out before.

A device accurately filing each Record and a movement will disclose the entire contents of the Album.

## It Holds Thirty Records

A handsome addition to any Library shelf.

An elastic method of filing to take care of your growing collection.

We want EVERY Dealer and Distributor in the country to handle this Album.

Your regular Victor Discounts will apply.

Our initial supply is limited, so order your samples quick.

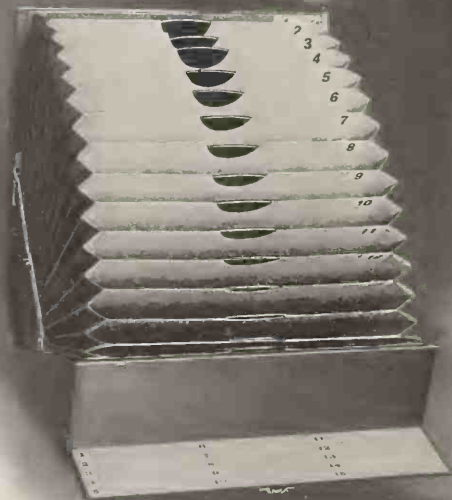
When you get them, if you are not as enthusiastic about them as we are, return them at our expense.

### LIST PRICES:

12 in. Record Album (Holding 10 in. and 12 in. Records) \$3.00  
 10 in. Record Album - - - - \$2.75

## The Talking Machine Co.

72-74 Wabash Avenue  
 Chicago, Ill.



NONPAREIL RECORD CASE (OPEN).

# FROM OUR CHICAGO HEADQUARTERS

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

Volume of Business During February Proves Highly Satisfactory to the Talking Machine Trade—January Record Surpassed—Higher Grade Goods Have the Call—Hard to Get Victor Goods—Popularity of the Edison Amberola—Columbia Co. Line Selling Well—E. E. Wiswell Suffers Bad Accident—Talking Machine Co. News—Personal Items of Trade Interest—Advance of the Fibre Needle—M. M. Blackman's Condition Much Improved—Other News from the Windy City

(Special to The Talking Machine World.)

Chicago, Ill., March 10, 1910.

If January was a surprise as regards volume of business February was a double surprise. Although suffering the loss of several business days, as compared with the first month of the year, it made a much better showing and all the important jobbing houses, and, in fact, the leading high grade retail stores and departments, report a big gain over February of last year. Some say it was the best February for years. It is necessary, however, to qualify these statements by saying that the gain is in dollars and cents, not in the number of machines and records sold. As repeatedly pointed out in this correspondence the tendency is overwhelmingly in favor of the medium and higher-priced machines, and the big musical thing in the record proposition. This fact is very significant. It means that the artistic idea has come to stay in the talking machine field. It means that not only the wealthy people but the musical people are buying high priced talking machines and records of the great artists. If this were not so the trade would be in a bad fix. A large proportion of the population is practically out of the running as far as talking machine and record buying is concerned. That is, they are out of the game for the present. They are disgusted with the very cheap machine and they are either not in a financial condition or are not educated up to the point of buying the better grade. That the time is coming when this condition will change is a moral certainty to anyone who tries to get "under" the situation. In the meantime there is absolutely no excuse for any dealer to rest on his oars because of existing conditions regarding low-priced machines. No matter how small the community there are a number of people in it who can be reached by a persistent, dignified sales campaign, and whose purchases will amount to a figure equal to that which would be represented by a much larger number of sales of cheap machines.

#### Victor Goods Hard to Get.

Reports from the East indicate that the Victor factory is a pretty busy institution. Notwithstanding this dealers say that they simply cannot get Victor machines fast enough to supply their demands. This in itself furnishes good evidence that business, at least in the good sized centers throughout the country, is O. K.

#### Edison Amberola Now a Permanent Feature.

The Edison Amberola has passed the sensational stage, and from the Chicago viewpoint, at least, it is a permanent winner. The demand is excellent and it is only fair to say that people who have been in the past prejudiced regarding the cylinder proposition, are coming in line as a result of the influence of this latest and very notable development by the National Co.

#### Record Month for Columbia Co.

February was one of the very largest months in the history of the Columbia Phonograph Co., according to headquarters correspondence. The Chicago branch came up with an increase of 58 per cent. as compared with February of last year, and the majority of branches and large dealers in the immense territory, covered by District Manager W. C. Fuhri, also made re-

markable increases. The Columbia concealed-horn machine, especially the Regent or library table type, are having a remarkable sale, and this type is also out of the sensational stage. Nearly fifty of them were shipped to one California city within two weeks. Although the "library tables that talk" are coming through the factory much more rapidly than formerly, it's all that the Chicago branch can do to get enough to supply their trade. The same conditions prevail in other cities.

#### Accident to L. C. Wiswell's Father.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, deserves and is receiving the sincere sympathy of the trade because of the terrible accident that befell his father, Edward E. Wiswell, recently. Mr. Wiswell, senior, is an expert structural iron work man. He superintended the erection of the great Ferris wheel, which was the crowning engineering glory of the Chicago Columbian Exposition in 1893, and has been employed in some of the biggest structural jobs in Chicago. Three weeks ago he was directing the operation of a large company of iron workers employed in the erection of a building at the Inland Steel Company's plant at Indiana Harbor. A rope, running on the drum of a hoisting engine, became fouled. Mr. Wiswell attempted to adjust it and his hand was caught between the rapidly moving rope and the drum. He called to the engineer to throw off the power, but the man became dazed and unable to move, and Mr. Wiswell's hand was literally twisted off his arm. In the attempt to save himself he stretched forth the other hand and it, too, was so badly mangled that it had to be amputated. He was taken to St. Margaret's Hospital at Hammond, Ind., and is still there. He is a man of magnificent physique, but his condition is regarded as precarious. His faithful son visits him every day.

#### Geissler Home and Happy.

Arthur D. Geissler, general manager of the Talking Machine Co., has returned from a trip to various Florida resorts and Havana in company with his father, L. F. Geissler, general manager of the Victor Talking Machine Co. Together they inhaled the southern balmy air, caught many voracious sea monsters and enjoyed themselves thoroughly. The Chicago Geissler returned home bereft of the last vestige of the rheumatic attack which laid him low for some weeks. Upon going over the records of the Talking Machine Co. he was delighted to find that last month was the largest February in the history of the house with the exception of that of 1907.

#### Various Personals.

John Otto, of the talking machine department of Lyon & Healy, is a confirmed and inveterate Victor recitalist. "Friend" Otto gave a talk on "voice engraving" before Everett Council, National Union, last month, and was ably assisted, of course by a Victor machine. By the way, while the automobile show was in progress at the Coliseum last month, Otto showed a Victrola at Lyon & Healy's and sold it.

H. L. Wilson, one time manager of the Chicago office of the Columbia Phonograph Co., and later assistant to General Manager Lyle at headquarters, was a visitor to Chicago during the month in the interests of the firm of A. J. Wilson, investments, Philadelphia, of which he is now a member.

W. C. Fuhri, district manager of the Columbia Co., has just returned from a trip which included the widely separated point of Kansas City and Detroit.

#### Well Known Iowa House Discontinues.

John A. Dean, of the W. A. Dean Music Co., Sioux City, Iowa, was in the city last week and announced to his friends that the W. A.

Dean Music Co. would retire from business and that the members would go to Los Angeles, Cal., to join W. A. Dean, who was compelled to go to the California city some time since on account of his health. While Mr. Dean made no positive statement to that effect, it is assumed that he and his father may become factors in the piano trade of that city. The company is one of the old and well-known music concerns, and were established in 1883. They have been exclusive distributors in their territory for the Columbia Phonograph Co., besides handling a fine line of pianos. They are now closing out their stock.

#### Fibre Facts.

Some decidedly convincing talk is indulged in by the B. & H. Fibre Manufacturing Co. in their page advertisement in this issue.

Over at the factory on Kinzie street there is a record of Stanley's rendition of "Rocked in the Cradle of the Deep," which is being played by the fiber needle over five thousand times but which hits the sub-basement notes, and, in fact, all the notes, with the same truthness and absence of scratchiness which characterized its premiere appearance.

More fiber needles were sold in February than in any month since their appearance.

#### Blackman Convalescent.

M. M. Blackman, manager of the retail record department of Lyon & Healy, is at Mobile, Ala., for a fortnight's finish on his convalescence from an illness which confined him to his home for nearly three months. Before the next issue of The World is out he will be back on the job with his melting smile and polyglot command of Victor titles unimpaired.

## AN IMPORTANT DECISION

Handed Down in Ohio Whereby Edison Dealers Are Enjoined from Selling Below the Agreement Price—Also Prohibited from Selling Cylinder Records of Any Other Make—Wm. Pelzer's Views.

(Special to The Talking Machine World.)

Springfield, Ill., Feb. 28, 1910.

A decision of importance to the entire talking machine industry is that handed down on February 11 by Judge Humphreys, Circuit Court of the United States, Eastern District of Illinois, sitting in this city. Rather no opinion was written, but a decree of great fulness was signed, in which John F. Brenner, an Edison dealer of Quincy, Ill., and a Mrs. Clara B. Oakford, were perpetually enjoined from selling the product of the National Phonograph Co., Orange, N. J., below the agreement prices. Incidentally the court ruled that both of these parties were prohibited from selling in their store cylinder records of any other manufacturer than those of the National Co., namely, Edison goods. The defendants settled out of court all claims for damages for past violations charged. The suit was brought in the name of the New Jersey Patents Co., controlling the patents under which the National Phonograph Co. is licensed, and the inventions at issue were again declared valid.

\* \* \* \*

When the foregoing matter was brought to the attention of the National Phonograph Co. by The World, William Pelzer, vice-president, said: "The case is of no special importance. Brenner refused to sign our amended agreement, relative to handling the Edison line exclusively, and, of course, he was dropped from the list. Then he obtained goods through this Mrs. Oakford, and then he commenced slashing prices. We brought an ordinary 'price-cutting' suit such as The Review is familiar with, and, as in every other case of this kind, the restraining order was made perpetual. The enjoining of the parties from handling any other than Edison cylinder records, set up as a defense, was merely inci-

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# There is a Big Difference in Service

Your jobber may either be a co-worker or a detriment to your best financial interests. It all depends on the service you get. If you want the best kind of service—service that really serves—service which means that every order will be filled complete and shipped the same day order is received—service which includes the best intelligent assistance in helping you to push your goods, you can obtain it by placing your orders for Victor and Edison Talking Machines and equipment with the long established house of

## LYON & HEALY

If you could step into our order filling and shipping department, you would understand how this service is possible, for every movement shows clock-like precision. There are no wasted steps, stock is never allowed to run low, every man knows just what is expected of him and does it. These and other good reasons insure every dealer of genuine satisfaction when placing his orders with us. If you are not already one of our customers, we invite your thorough investigation and we know that a fair trial will convince you of our ability to serve you as no one else can. Our terms are very attractive. Write for a full explanation of them.

*Lyon & Healy*

CHICAGO



dental. This is not the first case of this kind by any manner of means; there are a lot of them, that is, where dealers have been permanently enjoined from selling only Edison records when carrying the line according to our agreement. Frank L. Dyer, president of the company, is now preparing a statement covering this ground thoroughly for the information and enlightenment of the trade, and which will be ready shortly. A judge seldom writes an opinion in these cases, simply signs the decree."

## The Snapville Shotgun

Vol. 1. Thunder 1.

Published at Snapville, Samuncle County,  
Whenever we feel like it.  
Executive Staff:

PERLEE VAN,	Editor
JIMMY OLSON,	Associate Editor
MISS M'NUTTY,	Sissueity Editor
WOYD BEAVER,	Office Cat Editor

### All About the Eddies.

Eddy Plumie still wears his upper lip in the altogether. Handsome Eddy.

Eddy Barnes sold three business funnygraphs to one of our large mercantile institutions last week. Great work, Eddy.

### The General Leaves Town.

General Art Geissler went to Song Louis last Friday and stayed over Sunday. While there he visited Senior Gressingski.

### Watch Us Grow.

Colonel Jim Bowers' brindle cow had a calf last Saturday. Hurrah for Brindle.

### Answers to Correspondents.

Editor Shotgun:

Why does a steel needle scratch?

Pro Bono Publico.

Referred to Brigadier Fred D. Hall for answer.

Editor Shotgun:

Will you kindly tell me in strict confidence why Oliver Twist Spuffles lost his job.

Vox Populi.

Ans.—He swept out a talking machine store down on Main street, but asked for more salary and got fired.

Editor Shotgun:

Whom can I see to get a good electric piano with an unusually artistic case? Anxious.

Ans.—See Berg.

### Lulled by the Muses.

Jimmy Olson, associate editor of the Shotgun, was confined to his palatial villa in Irving Park by la grippe for three long days and nights. He was entertained during his enforced idleness by a talking machine. Jimmy says "twas fine."

### 'Stonish'd 'Em.

George Nisbett, who left our burg two years ago to astonish the Mexicans, writes us that he has astonished them, but doesn't give the details. Be more explicit when you write, George.

### On Goose Island.

Always Veracious Chandler says that the green baked potato plants on his Goose Island farm will soon be in bud. (Printer—Please don't spell bud—b-u-g. It might be true, but it would probably offend Always Veracious.)

## NATIONAL PHONOGRAPH CO. STRICTLY ENFORCE THEIR SELLING SYSTEM.

The determination of the National Phonograph Co., Orange, N. J., to strictly enforce their selling

system and to punish all violations thereof is apparent from the number of decisions obtained by them against parties guilty of violating the conditions under which the patented Edison phonographs and records are sold. Every Edison record bears a notice printed upon the carton that such record is not licensed to be sold by the original or any subsequent purchaser for less than full list price. This provision clearly prohibits both sales by dealers of new records below list price and it also prohibits the sale of used or second-hand records by any person at less than list price, since such a sale must be made by either the original or some subsequent purchaser.

Most of the injunctions heretofore obtained have been against the sale of new records by dealers at less than list price, but in the recent case of the New Jersey Patent Co. and National Phonograph Co. against Charles Fredricks, decided Feb. 26 by Judge Chatfield, Circuit Court of the United States, eastern district of New York, the complainants have succeeded, against opposition of counsel, and upon full consideration of the authorities by the judge, in obtaining a preliminary injunction prohibiting the buying up of used Edison records at less than list price and their subsequent resale at second-hand at less than list price. As this decision will be of considerable interest to the trade, it is published below in full.

"This case coming on to be heard on motion of complainants for a preliminary injunction, and affidavits having been filed by complainants in support of said motion and by defendant in opposition thereto, and it appearing from the said affidavits that the complainant, New Jersey Patent Co., is the owner of the patent in suit, and the complainant, National Phonograph Co., is the exclusive licensee thereunder for the manufacture, use and sale of cylindrical sound records embodying the invention thereof throughout the United States and its territories, with power to fix and impose terms and conditions of sale thereof, and that the Edison records embody the invention of the patent in suit, and are manufactured and sold by the complainant, National Phonograph Co., in pursuance of said license and only to jobbers and dealers who are licensed to deal therein and subject to restrictions which are embodied in jobbers' and dealers' license agreements and in the labels affixed to the cartons in which the said Edison records are contained, and that the said restrictions provide, among other things, that the said records are not licensed to be sold to an unauthorized dealer and are not licensed to be sold by the original or any subsequent purchaser for less than 35 cents each for Edison standard records, and 50 cents each for Edison Amberol records, and it further appearing that the defendant, Charles Fredricks, is engaged in dealing in the said patented Edison records without the license of complainants, and that, having knowledge of said restrictions, he has been engaged in purchasing and reselling said Edison records at prices less than those fixed by the complainant, National Phonograph Co., both direct from jobbers and dealers of the National Phonograph Co. and at second-hand from members of the public, who have purchased the said patented Edison records from licensed jobbers and dealers of the National Phonograph Co. subject to the restrictions in said cartons in said notices contained, and is engaged in reselling the said Edison records so obtained from these sources, both new and second-hand, at prices less than those so fixed by the complainant, National Phonograph Co.; and complainants having appeared at the hearing of the said motion by Louis Hicks, solicitor and counsel, and Herbert H. Dyke, of counsel, and defendant having appeared by his attorneys, Hunter & Hatch, and the said motion for preliminary injunction having been submitted for decision on briefs, and briefs of authorities having been filed on behalf of both parties, and the Court being fully advised in the premises, and being of the opinion that a preliminary injunction should be granted as prayed, upon due consideration, it is

**ORDERED.** That an injunction issue out of and under the seal of this Court enjoining and restraining the said defendant, Charles Fredricks, and his associates, attorneys, servants, clerks, agents and workmen, and each and every one of them, pending this cause and until the further order of the Court, from any and every interfering with the carrying out of the selling license system of the complainant, National Phonograph Co.; and from soliciting, obtaining or procuring any of the authorized jobbers and dealers of the complainant, National Phonograph Co., to sell to him any Edison standard records at less than thirty-five (35) cents each, or any Edison Amberol records at less than fifty (50) cents each, or in any way in violation of the restriction in the printed labels upon the cartons in which the said records are contained when put out by the complainant, National Phonograph Co.; and from soliciting or procuring or aiding in any way in the violation of any of the provisions of any and all license contracts between the complainant, National Phonograph Co., and its jobbers and dealers; and from soliciting, aiding, obtaining or procuring any users or members of the public who have previously purchased the said Edison records in cartons bearing printed notices of the restrictions imposed upon the use and sale thereof by the complainant, National Phonograph Co., and subject to the restrictions of the said notices to sell the said Edison records to defendant at second-hand at prices less than those named in said restriction notices, namely, thirty-five (35) cents each for Edison standard records, and fifty (50) cents each for Edison Amberol records, or to violate in any way any of the said restrictions in the said notices contained; and from selling or causing to be sold any Edison standard records at less than thirty-five (35) cents each and any Edison Amberol records at less than fifty (50) cents each, or any of said records in violation of the license contracts under which the said Edison records were originally sold by complainant, National Phonograph Co., or in violation of the conditions and restrictions contained in the notices upon the labels affixed to the cartons containing the said records; and from directly or indirectly using or causing to be used, selling or causing to be sold, any apparatus, articles or devices embodying, operating or constructed in accordance with the inventions and improvements of said letters patent,

No. 782,375, without the license and consent of complainants thereto; and from infringing upon or violating the said letters patent in any way whatsoever."

## NEW VICTOR DISTRIBUTERS.

Elmira Arms Co. Secure Large Territory and Place Orders for Victor Goods to the Value of \$15,000.

(Special to The Talking Machine World.)

Elmira, N. Y., March 11, 1910.

The Elmira Arms Co., of this city, have recently completed arrangements with the Victor Talking Machine Co. whereby they become distributors of Victor goods for a large territory. It is reported that under the new arrangement the local concern has placed an order for Victor goods to the amount of \$15,000. The store of the Elmira Arms Co. has been considerably enlarged and the talking machine department has been allotted a liberal space.

## BRIEFLETS.

Last week F. K. Dolbeer, sales manager of the National Phonograph Co., received a cable from Walter Stevens, manager of the export department, stating he had arrived at Buenos Ayres, Argentine, S. A., on the "Bluecher" with Mrs. Stevens, and in the best of health. At this point Mr. Stevens leaves the steamer and goes by rail over the Andes Mountains to the west coast, where he will visit Valparaiso, Santiago, Lima and other points, rejoining the ship again at Buenos Ayres on its return from the trip to Punta Arenas, in the Straits of Magellan.

H. A. Macmenimen, general sales manager of Sheip & Vandegrift, Inc., manufacturers of the Music Master wood horn, was in New York March 1, going back in the evening. He said business was good and he was booking orders for the best grades of their specialty with the leading jobbers in the country.

Among the callers at the factory of the National Phonograph Co., Orange, N. J., last week was H. Shields, buyer for the talking machine department of the Denver (Col.) Dry Goods Co., who said his concern had closed a very successful year and that his portion of the business was up to the standard. C. B. Haynes, of C. B. Haynes & Co., Richmond, Va., was another visitor.

John H. Dorian, who represents the interests of the Columbia Co. in the Orient, with headquarters at Hong Kong, has notified the home office that he has just completed recording one hundred Chinese records in Cantonese dialect. He says they are the best ever made.

Every two months the export department of the Columbia Co. will issue a new list of records for the Spanish speaking trade.

**THIS IS THE FAMOUS**

**"TIZ-IT"**

**All-Metal  
Horn  
Connection  
for Phonographs**

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

Regular Discount to the Trade.

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

One dozen lots, prepaid, \$3.60  
Free sample to Jobbers Manufactured by

**KREILING & COMPANY**  
1504 North 40th Avenue

**Cragin Station Chicago, Ill.**

### THREE NEW COLUMBIA HEADLINERS.

Records by Raymond Hitchcock, George Lashwood and Manuel Klein's Hippodrome Orchestra Soon Ready for the Market.

The Columbia people have secured three live ones lately—Raymond Hitchcock, George Lashwood and Manuel Klein and his famous New York Hippodrome Orchestra. Records by all three will soon be on the market, and it is claimed that "they are about the best yet in their particular lines." Hitchcock has proved to be a "find" of the first water. In the first place he ranks as one of the best singing comedians now on the American comic opera stage, and secondly, he makes a record that is absolutely unique. Since his first great success in "The Yankee Tourist"



RAYMOND HITCHCOCK, AMERICA'S FOREMOST SINGING COMEDIAN.

he has had no real rivals in his own particular field. Hitchcock's recording specialty is song-monologues of a kind that certainly could not be recorded in the same manner by any other living comedian. His style is unique. Each record is a perfect reproduction of character work of the cleverest description. The perfect naturalness and total absence of affectation which have been such great helping factors in Hitchcock's success are here observed at their best. His first record to be issued in May, is a rube song that he has made particularly his own—



MANUEL KLEIN, LEADER OF THE FAMOUS HIPPODROME ORCHESTRA.



GEORGE LASHWOOD, THE NEW STAR OF VAUDEVILLE.

"Wal, I Swan" (A-5162)—a hayseed sketch that will furnish amusement the year around, as recorded by Hitchcock. It is a perfect reproduction of the easy, rambling complacency and characteristic dialect of an old down-East farmer telling the history of his past life. Other records by Hitchcock will be coming along from month to month.

George Lashwood, who has just been featured throughout the United States by William Morris in his circuit of independent vaudeville houses, has made the real vaudeville hit of the past season in America. His success is already surpassing that of Albert Chevalier and Vesta Victoria at their best. His character work is that of a great artist, and his voice is resonant, agreeable and expressive. His range of portrayal is practically unlimited, as his records all show, and he is already well started in his career as one of the most distinctive figures on the American vaudeville stage. Previous to his arrival here he was heralded as "The Vaudeville Beau Brummel" of England, with a wardrobe supplied by King Edward's own tailor. Since he reached America he has amply demonstrated that he has more than a wardrobe to command him. His first double record, comprising "Sea, Sea, Sea," and "In the Twi-Twi-Twilight" (A-5157) is being issued in the Columbia April list, and a new one "My Latch Key" and "There's Another Fellow Looks Like Me" (A-5164) will be out in May.

Of the millions that have visited New York City during the past five years from every part of North America it is certain that a very large number have carried away pleasant recollections of the superbly artistic playing of the New York Hippodrome Orchestra under the direction of Manuel Klein. Realizing this, the Columbia Phonograph Co. recently made arrangements to have records made by this celebrated organization under the personal leadership of its distinguished director to be offered to the American public. The first recording has just come through and it justifies the highest expectations. The selection chosen by Mr. Klein for this initial record is the dainty "Flower Waltz" from Tschai-kowsky's "Casse-Noisette Suite" into the recording of which Mr. Klein and his men have put some of the most effective work ever heard. Dealers should feel pleased at these new Columbia arrangements.

#### OFFICERS ELECTED.

At a recent meeting of the directors of the Sonora Phonograph Co., 78 Reade street, New York, the following officers were elected: President, George E. Brightson; vice-president and

general manager, William H. Hoschke; secretary and treasurer, William E. Hoschke. Mr. Brightson, the new president, was for nearly twenty-five years with the H. B. Claffin Co., having charge of the music box and novelties department. In recent years he has retired from business. This company are about to market a complete line of vertical cut disc records and machines.

#### A POPULAR UDELL CABINET.

New Udell Style for Victrola XII. Machine in Great Demand—A Catalog That Aids Dealers—New Styles of Music Roll Cabinets.

Among the many styles of cabinets put on the market by the Udell Works, one of the most popular is the No. 442 record cabinet, designed especially to go with the Victrola XII. Though the new cabinet was only put on the market last fall the orders quickly grew to a point where it proved difficult and finally impossible for the Udell factory to keep up with them. Special efforts and rapid work, however, have relieved the situation in that particular.

The general appearance of the cabinet is most pleasing in every particular, and when the Victrola XII. is placed in position on it the whole has the appearance of one machine, the finish of both being in perfect harmony. The dealers are very enthusiastic over the salable features of the cabinet, the index compartments, index card, needle box and shelf upon which to handle the records. The cabinet is also highly finished inside, which makes an excellent talking point for particular people. As a matter of fact, there have been instances where the Victrola XII. placed on a Udell cabinet has been selected by customers who were on the fence about buying one of these styles.

In dwelling on the Udell products it is difficult to pass by the beautiful catalog issued by the Udell Works, illustrating and describing in detail the large line of cabinets for records, sheet music and music rolls made by that concern. The catalog is designed as an aid to the dealer in making sales, and has been found to fulfil that mission in an entirely satisfactory way. The manner in which the catalog is compiled and the extent of the line it represents both serve to impress the purchaser and lend force to the dealer's arguments.

The Udell Works announce that following out their policy of always keeping up to date in regard to their cabinets, they have brought out a number of new cabinets for piano-player rolls, which match the piano-players in design and finish, and which have strongly appealed to the trade.

#### LISTED AS EDISON JOBBERS.

On March 9 Cohen & Hughes, the well-known music house at 315 N. Howard street, Baltimore, Md., were placed on the list of Edison jobbers by the National Phonograph Co., Orange, N. J. The initial order covering the jobbers' quantity was received at the time, and Sales Manager Dolbeer advises that shipment will be made just as promptly as factory conditions will permit.

#### COLUMBIA CO. IN TORONTO.

The Toronto (Canada) Phonograph Co. retired from business, and the Columbia Phonograph Co., General, have taken over the premises heretofore occupied by that concern.

Judge McPherson, United States Circuit Court Judge, Philadelphia, Pa., on March 7 handed down an order fixing the time for closing defendant's proof in the case of the Victor Talking Machine Co., Camden, N. J., against the Hawthorne & Sheble Co., now out of business.

The National Phonograph Co. have commenced suit against Charles A. Rigdon, music dealer, Warsaw, Ind., to restrain him from cutting prices on Edison goods. The complaint was filed in the Circuit Court of the United States, Indianapolis, February 25. The usual orders followed.

**Double disc records are a Columbia innovation.**



**We cheerfully took all the blame and now we are getting all the credit.**

**RECORD PROGRAM SHEETS.**

A Novel Invention Which Will be of Interest to Talking Machine Men—Simplifies the Keeping of Records.

An interesting announcement is made by the International Record Program Co., 102 West 29th street, New York, in another portion of this paper.

This concern has put forth a record program which is unique and novel. A reduced fac-simile is shown in this paper so that a correct idea of this may be formed by a glance at the illustration.

The cards are handsomely gotten up and beautifully lithographed, with gold border, ornamented in a way which makes them most attractive and they are surrounded by photographs of the world's greatest composers.

It will be seen at a glance that this new program will simplify the old method of searching for the desired record. It enables the owner to classify his records in such a way that they will be always within easy reach and can be immediately located.

These cards are very attractive and greatly simplify the keeping of records. Dealers' names will be printed upon the program when desired.

**PROFITING BY SHOW WINDOWS.**

Nothing Attracts Public Attention Like a Handsome Window Display—Windows Never Get Tired of Showing Goods.

Nothing attracts the public as quickly as a well arranged show window, where the goods should always be marked in plain figures.

Many merchants contend that it makes a window look common-place to use price cards, and as Tiffany does not use price cards we won't deny the contention, but we know the cards lure customers into the store; we know people go home and tell about seeing a handsome table in Blank's window for so many dollars. Then they all talk about Blank's store.

The show window never gets tired of showing goods; it is willing to work day and night, and right here let us say that it is a mistake to draw down the curtains to the show window and turn off the lights at 6 o'clock. The show windows never look better than at night and the goods speak as eloquently as through the day and they tell their story of style and prices just as effectively as they did when the store door swings open for the exits and entrance of customers through the day.

Show windows should work continuously, just as the interest does on a mortgage; neither interest nor rent takes a holiday nor rests on Sunday, and show windows belong in the same class. We have seen humanity gather around a show window at night when it was too cold to expect anyone to be out, much less linger to look into shop windows.

We read of a business man out West who built

a theater on the block beyond his store so the populace who were drawn to the theater would have to pass his show windows. That man had a keen sense of the value of show windows, but not an exaggerated sense.

**CHANGE IN BANKRUPTCY LAW.**

Bill Providing for Amendments in Existing Statutes Passed by House.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 28, 1910.

After an ineffectual attempt by the Democrats, led by Representatives Clayton, of Alabama, and Brantley and Bartlett, of Georgia, to repeal all bankruptcy laws, the House this afternoon passed the Shirley bill providing certain amendments to existing bankruptcy legislation.

The more important provisions of the Shirley bill are that receivers and trustees shall be paid upon the commission basis; that corporations shall be allowed to enter voluntary bankruptcy; that all federal courts shall have ancillary jurisdiction in bankruptcy cases, and that trustees may oppose bankruptcy discharges when authorized by the creditors. The measure also remedies the loopholes in the present law making it possible for an insolvent debtor to have preferred creditors.

**MOTION PICTURES FOR INSANE.**

Asylum Superintendent Says They Soothe and Divert the Inmates.

The State Board of Public Lands and Buildings of Nebraska will buy a moving picture machine for the amusement of the insane patients at the Norfolk asylum. Superintendent J. P. Percival says that the pictures soothe patients and that they watch them without the exciting effects incident to other diversions.

**NATIONAL COMPANY WIN SUIT.**

A final decree and a perpetual injunction was recently issued against the Vallorjes Jewel Co., Lancaster, Pa., by the Circuit Court of the United States, Middle District of Pennsylvania, enjoining them from manufacturing and selling button-ball styluses or sapphire points which infringed an Edison patent. These styluses were mounted in lever arms suitable for use in Edison model C reproducers. The suit was brought by the New Jersey Patent Co. (National Phonograph Co.) upon the Edison reissue patent No. 11,357. When the court granted a restraining order the infringement was discontinued and a settlement quickly made with the complainants. This was a test case and the patent was sustained.

Philip Werlein, Ltd., 305 Canal street, New Orleans, La., have taken on the Edison line as jobbers, and will in the immediate future have a full and complete stock of the Edison laboratory products.

**PROTECTORS  
for  
VICTROLAS  
and  
AMBEROLAS**

**HIGH PRICED MACHINES**

are worth while taking care of

Our Protectors save them from Dust, Damp and Injury

Price for Victrola XVI. or Amberola, - \$2.00  
For Victrola XII. - - - - - \$1.50

Send for samples to-day

**MAGNETIC  
NEEDLES**

**EVERY NEEDLE  
GUARANTEED**

MADE IN THREE GRADES

Send for free samples and prices to-day

We are the oldest established  
**VICTOR and EDISON**  
Jobbers in Greater New York

**S. B. Davega Co.**  
126 University Pl.  
NEW YORK CITY, N. Y.

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## A Word to the Talking Machine Men of America!

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Presumably you are interested in a product which can be used to advantage by every owner of a disc talking machine record in the world.

Of course you have had customers come in and ask you for something with which to clean records.

All records get gummy. The grooves which the needle follows get filled with dirt through handling with moist or sticky fingers. Dirt settles therein and the volume of tone is much reduced. Benzine and naphtha have been commonly used, but they are a **MENACE** in the home—they will **IGNITE** and **EXPLODE** without direct contact with fire.

# CARBONA

Now, Carbona will not only clean your records better, but it has **NONE** of the objectionable features of **DANGEROUS CLEANSERS**.

It is odorless and it is **NON-EXPLOSIVE**. You can hold a lighted match to Carbona and it will not ignite.

It is the **BEST DISC RECORD CLEANER** in the world; there is nothing that approaches it.

Try it and see!

---

**THE CARBONA CO., 3 and 5 Burnett Street, Newark, N. J.**

# CARBONA

## The Ideal Record Cleaner

Everyone Who Owns a Talking Machine Enjoys the Advantage of Clean Records

Now, Carbona will not only clean the record but it will **LENGTHEN** its life and **PURIFY** its tone. Carbona can be kept in the home, office and factory. **TRY IT!**

Moisten a cloth with Carbona, then rub it over the gummiest record that you can find.

Note how quickly every particle of obstruction is removed, then try the record and you will be surprised at its **PURITY** of tone.

Carbona can be handled by talking machine establishments without danger because it **CANNOT BURN AND CANNOT EXPLODE.**

Carbona can be sold by talking machine men with a good profit, and the manufacturers will be pleased to provide literature in the shape of folders and leaflets with the dealer's name thereon which can be easily inserted when sending mail matter to customers.

There is no reason why your customers should go to drug stores to procure this product.

You can just as well add the Carbona profit to your income.

First try it—test it—then write to the manufacturers regarding prices and quantity discounts.

The advantage of this product should not be overlooked by any man engaged in the talking machine business.

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**THE CARBONA CO., 3 and 5 Burnett Street, Newark, N. J.**

## REVIEW OF APRIL RECORDS.

Issued by the Victor, National, Columbia and Universal Companies

The Victor Co.'s Red Seal list for April contains six records by John McCormack, the famous Irish tenor, whose services the Victor Co. now control. These numbers reveal the beautiful voice resources of this young Irishman, who is rapidly increasing his fame in the operatic world. The three Irish songs, "The Minstrel Boy" (64117), "Killarney" (74157), and "Come Back to Erin" (74158), are beautiful examples of ballad singing. These numbers are listed at a special price at the request of Mr. McCormack. The other McCormack numbers from "Lucia" (88215), "Boheme" (88218) and "Elisir d'Amore" (88217), are sung most charmingly. Geraldine



SEEBURG ART STYLE ELECTRIC  
First in the Field

We've started quite a few talking machine dealers on the trolley line to greater prosperity via the Seeburg route.

How about *you*, is it "all aboard"?

## J. P. SEEBURG PIANO CO.

209 State St., CHICAGO.

Write for illustrated booklet. You'll say Solomon was wrong—it's full of NEW THINGS—NEW GOOD THINGS.



ANOTHER SEEBURG WINNER

Farrar and Marcel Journet are heard in another complete act of "Faust" (the Church Scene) with the Metropolitan opera chorus. This act is listed in two records (89035 and 89037). Caruso and Journet are also heard in the finale of the first act of "Faust" (89039). These two numbers are of exceeding merit and afford further proof that opera in the home is no longer a dream. Other Red Seal records are the duet, "Song of the Swallows" from "Mignon," by Geraldine Farrar and Marcel Journet (89038); two "Otello" numbers by Alme. Alda, the "Ave Maria" (88213) and "Salce, Salce" (88214). Handel's famous Largo, sung by Charles Glibert, of the Manhattan opera forces (74155), is a sublime and finished piece of recording. Another Journet number listed for April is Marcello's air, "Piff, Paff," from "The Huguenots" (74156), and the waltz song from "Romeo and Juliet," sung by Blanche Arral, soprano (74151). As can be seen, this list is an imposing one and affords plenty of novelties to attract the consideration of those who consider the talking machine the greatest educator of the day. A feature of the regular Victor list is the potpourri from "The Arcadians," sung by the Victor Light Opera Co. (31775); two new Lauder songs (60005-70010); the vocal waltz, "My Hero," from "The Chocolate Soldier" (60012); two new Vienna Quartet records, "Bridal Song" (31772) and Strauss' "Southern Roses" waltz (31773). Other features of this list are the duet from "Martha" (31769), sung by Werrenrath and Macdonough, and Titi's "Serenade" for cello and flute (5768). This forms a very varied and interesting list of really standard compositions. The double-faced record Victor list, as noted elsewhere, contains a number of popular and standard numbers which will undoubtedly find a large market.

Five grand opera Amberol records are to be found in the imposing list issued by the National Phonograph Co. for April. These are all numbers of wide reputation and standing among lovers of opera music. The grand Air d'Agathe from "Freischutz" (B183), sung in charming manner by Marguerite Sylvia with orchestra accompaniment is a wonderful aria and makes a very interesting number. Florencio Constantino is represented by the Flower Song from "Carmen" (B184), which this famous tenor sings with rare charm. The famous waltz from Gounod's "Romeo et Juliette" (B185) is sung in French by Blanche Arral with exquisite taste and style. The Brindisi from Thomas' "Hamlet" (B186) is sung with great gusto in Italian by Ernesto Caronna. Walter Soomer is heard in Wagner's "Blick Ich Ueber" from "Tannhauser" (B187). This poetic number is given a noble reading. The regular list of Edison Amberol records contains, as usual, a number of compositions both vocal and instrumental, sung and played by well known artists and organizations which, as printed elsewhere in this number, will interest dealers. The same may be said of the list of Edison Standard records, which include many numbers of great merit. They are all admirably diversified, the instrumental and vocal numbers being supplemented by some talking records; one in particular, "Sheridan's Ride," by Davenport (397 Amberol), should win great favor. Recitations by leading men of famous reputations are destined to win great favor as talking machine records. There are also two interesting numbers in Hebrew from "The Jewish Soul," a successful musical play, which are sung by Sadie Rosenthal—Die Toire (21015 Standard) and Ich Benk a Heim (10002 Amberol).

The Columbia list of double discs for April contains a great number of popular hits which are destined to find a large market. For instance "By the Light of the Silvery Moon," vocal quartet and selections from "The Belle of Britany" (2799) make a strong combination. "The Cubanola Glide," tenor solo, and "Oh, What I Know About You," soprano solo (A800), and "That Mesmerizing Mendelssohn Tune," duet, and "The Mississippi Stoker," baritone solo (A801), make two more double discs, which are

sung by such well known singers as Ada Jones, Bert Williams, Collins and Harlan and Paul Southie. In fact, as will be seen from a perusal of the list printed elsewhere, the ten-inch list for April forms a goodly array of instrumental and vocal numbers. George Lashwood, the famous English vaudevillist, contributes the first of a number of records which he is to sing for the Columbia Co.—"Sea, Sea, Sea," and "In the Twi-Twi-Twilight" (A5157). This is the headliner of four excellent records in the twelve-inch list, which includes two sacred numbers (A5158), a violin, a flute and harp trio from "Maritana" and Mascagni's Intermezzo from "Cavalleria Rusticana," by orchestra, in which the harp is a prominent feature (A5159), and two selections from operas by Bizet and Gounod (A5160) played by Prince's Band. In the twelve-inch Symphony list David Bispham is represented by Gounod's "Ring Out Wild Bells" and Faure's "Psalms" (A5161). This famous baritone is heard to great advantage in these numbers and they demonstrate the virility and beauty of his voice. In the two-minute and four-minute Indestructible cylinder list the selections listed this month are widely and wisely chosen, and all are interesting. The Columbia list for April, taken as a whole, is one of the best they have put out in some time.

The Universal Talking Machine Co.'s Zonophone list for April contains an interesting list of double discs which both instrumentally and vocally should find an excellent market. As can be seen from the printed list elsewhere, orchestral, band, solo and vocal selections and dialect stories include many of the popular and standard compositions.

## VICTOR CO. LOSE APPEAL

In Suit Against Hawthorne & Sheble Mfg. Co. for Alleged Infringement of Dennison Hollow Arm Patent—Judge McPherson's Opinion.

(Special to The Talking Machine World.)

Philadelphia, Pa., March 1, 1910.

Yesterday the Circuit Court of Appeals of the United States, Third district, sitting in this city, handed down an opinion in the case of the Victor Talking Machine Co., Camden, N. J., against the Hawthorne & Sheble Mfg. Co., formerly here, but now bankrupt, affirming the decision of Judge McPherson in the lower court. Judge Gray wrote the opinion.

The defendants were charged with infringing patent No. 832,896, known as the Dennison or hollow arm patent, to which they demurred and were sustained, and the bill dismissed for lack of invention by Judge McPherson in the Circuit Court of the United States, Eastern district of Pennsylvania, March 12, 1909. In his decision, published in The World of April, 1909, Judge McPherson said:

"It is true that the improvement covered by the patent in suit is prima facie novel; the grant of letters carries with it such a presumption, but the presumption must give way if the court is clearly convinced, from examining the improvement, that the element of invention does not appear. In my opinion, such a situation is presented, as it seems to me no invention is disclosed by the device in question. What the patentee did was simply to take the old amplifying horn of a talking machine, cut it in two for reasons of convenience, and provide well-known means for refastening the parts when the occasion to operate the machine should arise. This did not call for the exercise of the inventive faculty, but merely for such skill as a capable artisan is not likely to lack."

From this opinion an appeal was taken by the Victor Talking Machine Co., with the foregoing result, which is final.

The attorneys of the Victor Talking Machine Co., Camden, N. J., were recently in New York looking up evidence in price-cutting cases. Something may be expected to drop pretty soon.

**Exclusive selling rights are an exclusive Columbia policy, and it enables a good dealer to build a business and keep it.**



### MILWAUKEE'S BUDGET OF NEWS.

Spirit of Optimism Pervades Talking Machine Trade—Dealers Confident of Big Year—Jobbers Getting Liberal Orders—Gimbel Bros.' Fine New Department—Interesting Personalities—March Victor Records in Demand—Hoeffler Mfg. Co. Give Concerts—Many Visiting Dealers—A Poem by P. E. Conroy—Boost Edison Business Phonographs—Other News.

(Special to The Talking Machine World.)  
Milwaukee, Wis., March 10, 1910.

A spirit of genuine optimism pervades the local talking machine trade just at the present time. Business is exceptionally good for this season of the year in both the wholesale and retail lines and predictions are being made that one of the most prosperous springs in the history of the trade will be experienced. In fact, dealers are confident that 1910 will be a "big year" in every sense of the word.

Judging from the manner in which retailers about the state are restocking at this time, stocks in machines, records or supplies are far from being large. Prosperity has been decidedly in evidence with the farmers of the state during the past year and dealers outside of Milwaukee say that this is reacting with favor upon the talking machine business.

"The wholesale business is keeping up remarkably well," said Lawrence McGreal, the well known jobber. "Dealers about the state have been buying much better than we had anticipated and the indications all point to a big spring trade. The Edison Amberola is selling remarkably well and the only trouble we are experiencing is to keep enough machines on hand to satisfy the trade. The Victrola trade is daily on the increase also."

One of the finest retail talking machine establishments in this city will soon be opened when Gimbel Bros., leading department store proprietors of the city, have completed their new quarters to house the complete line of Victor machines, records and supplies now handled by the big store. The piano department has been moved to new and larger quarters on the sixth floor of the store and the former piano quarters on the second floor are now being remodeled for the talking machine department. Everything will be strictly modern and the best that money can provide. Five sound-proof parlors are being prepared, to say nothing of an elaborate Victrola auditorium, something entirely new in this city. The new department is under the supervision of E. S. Bridge, manager of the piano department, but is in direct charge of L. C. Parker, an enthusiastic talking machine man.

Miss Gertrude Gannon, sister-in-law of Lawrence McGreal and the new owner of the McGreal retail store, has just returned to Milwaukee from two weeks' recreation at West Baden. Miss Gannon reports that the retail trade is exceptionally good for this season.

E. P. Plumie, western wholesale manager of the Columbia Phonograph Co., Chicago, was the

guest of A. G. Kunde, the local Columbia dealer, recently.

There are several big features in the new Victor records for March that are proving to be good sellers with the Milwaukee trade. One of them is a record by Commander Robert E. Peary, on "The Discovery of the North Pole," in which the discoverer gives an absorbing description of his journey to the apex of the earth. The three new records by Harry Lauder are also making a decided hit.

Several successful concerts have been conducted by the Hoeffler Manufacturing Co., of this city, during the past month under the direction of Manager J. H. Becker, Jr. A concert on the auxetophone at the recent Milwaukee automobile show at the Auditorium was one of the features of the week and proved a strong counter attraction to the large array of automobiles on display. Another auxetophone concert, held at the Grand Avenue Congregational Church, one of the fashionable churches of the city, was greatly appreciated by a very responsive audience. After a fine offering of sacred and classical music, Mr. Becker let loose with a little popular music that made a great hit. These concerts have been doing much to interest a class of trade that hitherto has not been over enthusiastic over the talking machine proposition.

Roy J. Keith, of the Talking Machine Co., of Chicago, called upon the Milwaukee trade recently.

E. H. Phillips, manager of the credit department of the National Phonograph Co., and William P. Hope were also visitors.

William A. Schmidt, traveling wholesale representative of Lawrence McGreal, is meeting with a ready business in northern Wisconsin.

A large number of out-of-town Wisconsin talking machine dealers were in Milwaukee recently purchasing their spring stocks, including: William J. Voss, Appleton; Mr. Laun, of Laun & Erbe, New Holstein; E. O. Chase, Oshkosh; H. C. Smith, Whitewater; Otto Goldner and A. J. Euroff, Watertown; C. Hecker, Cambria; Mr. Iverson, of Reton Bros., Stevens Point, and C. H. Krause, of Port Washington.

A. G. Kunde, new owner of the downtown Columbia store, is now completely settled in his new quarters at 516 Grand avenue. A good business in both machines and records is reported by Mr. Kunde.

P. E. Conroy, the well known piano dealer of St. Louis, in a recent letter of condolence to Lawrence McGreal, Milwaukee's well known talking machine jobber, enclosed the following poem touching upon Mr. McGreal's recent bereavement in the loss of his little son, Jack McGreal. Mr. Conroy is a life long friend of the Milwaukee talking machine jobber.

Lines to my old friend, Lawrence McGreal.

While sitting all alone to-night,  
My thoughts revert to thee;  
My dear old friend in days gone by,  
When we could happy be,  
Life, then to us had many charms,  
Youth conquered all our woes;  
Real grief was then unknown to us,  
Nor numbered with our foes.

Time brings to all both joy and grief,  
She wounds and heals by turns;  
Each one must take his place in line,  
And bear her scalds and burns.

Each thinks he bears the greatest load,  
Its weight appears so great;  
But all alike must bear his share,  
'Twas so ordained by Fate.

Life is not composed of sunshine,  
To form an endless chain;  
Its many links too oft consist  
Of darkness and of rain.

When memory's book unfolds the past,  
Each page recalls anew  
The trials, which we fought through life,  
Now brought again to view.

The brave, true heart will surely say,  
It must be selfish love,  
To want his child to bear earth's woes,  
When God chose heaven above.

The sacrifice you've had to make  
Will one day be repaid,  
When all our earthly toils are o'er  
And cares aside are laid.

God, in His justice, thou wilt say,  
"Your cross you nobly bore,  
Come join our heavenly kingdom  
Where partings are no more."

—P. E. Conroy.

The Edison business phonograph received a big boost in Milwaukee recently when it was installed in the offices of R. G. Dunn & Co. Several fine sales in this line are reported by J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Manufacturing Co. "The Edison business phonograph should be in every up-to-date office and the time is coming when I hope to see this brought about in Milwaukee," said Mr. Becker.

### WHAT HAPPENED THE BORROWER.

Bunch of Woe That Struck a Too Economical Dealer Who Wanted a Trade Paper Free.

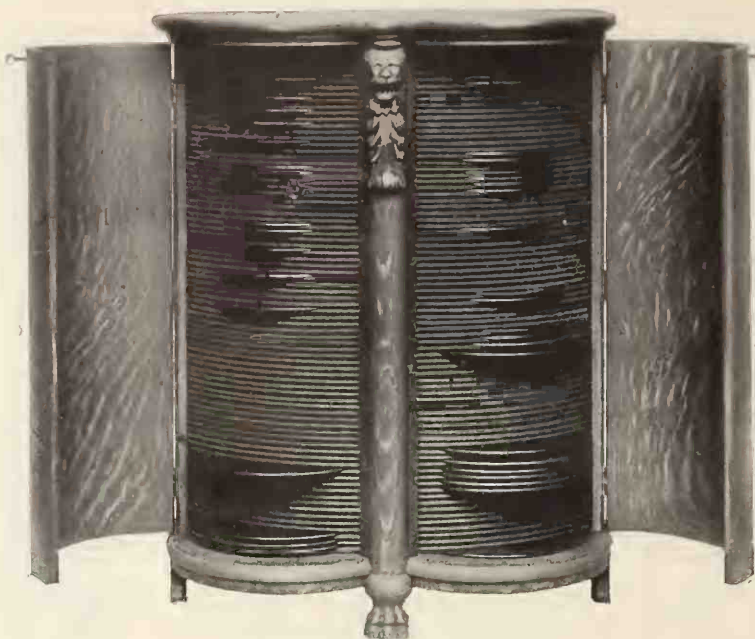
Once upon a time a dealer who was too economical to take a trade paper sent his little boy to borrow the copy taken by his neighbor. In his haste, the boy ran over a four-dollar stand of bees, and in ten minutes looked like a watery summer squash.

His cries reached his father, who ran to his assistance, and failing to see a barbed wire fence, ran into it, breaking it down, cutting a handful of flesh from his anatomy and ruining a five-dollar pair of trousers.

The old cow took advantage of the gap in the fence, got into the cornfield and killed herself eating green corn. Hearing the racket, his wife ran, upsetting a four-gallon churn full of rich cream into a basket of kittens, drowning the whole "flock." In her hurry she dropped a seven-dollar set of teeth. The baby, left alone, crawled through the spilled milk into the parlor and ruined a twenty-dollar carpet. During the excitement the oldest daughter ran away with the hired man, the calves got out and the dog broke up eleven sitting hens.

The L. W. Thompson Co. have opened a talking machine store on Fourth avenue, Louisville, Ky., with S. W. Blankenbaker as manager, and handle a complete line of Edison and Victor machines and records.

Salter's  
Improved  
Cabinets



For Disc  
or Cylinder  
Machines

Wherever you  
see this style  
of Cabinets,  
you may know  
they are

**SALTER'S  
MAKE.**

No. 784. (SHOWN OPEN)

Each shelf is lined with soft green felt to prevent scratching of the records and makes an excellent appearance. Compartments are indexed to correspond with index cards furnished with the Cabinet.

If your Jobber  
does not handle  
our line, please  
give us his name  
and we will see  
that you are  
taken care of

# Salter Mfg. Co.

337 to 343 N. Oakley Ave.  
CHICAGO, ILL.

## THE SAUNDERS' GHOST.

How Uncle Hiram and Aunt Ellen Were Scared Almost to Death by a Disabled Talking Machine and How the Mystery Was Explained.

Old Hiram Saunders and his wife, Ellen, were busy scurrying around getting the old farmhouse all spruced up for the rapidly approaching visit from the nephew who lived in the city, and who with a boy chum was coming to spend the holidays in the country, for the nephew had promised to surprise the old folks with some new-fangled machine which could talk and sing better than the majority of humans, and they naturally were anxiously awaiting his appearance.

Bert Richards and his chum, Harry Davis, arrived in due time and brought with them a disc talking machine and a goodly supply of records which did much to while away the evenings during their week's stay. When the visit was ended they left the outfit with the old folks and practically forgot about it, though Saunders and his wife still continued to derive much pleasure and amusement from it, albeit they regarded the machine as being almost super-human. After about a week or so, however, the starting lever of the machine got a little out of order, and Hiram, not caring to run the risk of breaking the mechanism in an effort to repair it, put the outfit in the garret, and there it remained for several months or until the time for the spring housecleaning.

One day while Mrs. Saunders was busy moving trunks and boxes around the garret she suddenly heard a mysterious voice, apparently coming from under a pile of old quilts. Her piercing scream brought Hiram on the run from the yard, only stopping long enough to grab a loaded shotgun on his way upstairs. A hurried investigation, however, failed to disclose anything but an old cabinet reposing under the quilts, and when the floor was vigorously pounded in the

heat of the search the mysterious voice ceased as suddenly as it had begun.

On several subsequent occasions, when the trunks and boxes in the garret were moved, the same wailing voice was heard, which came and went without apparent reason. It was not long before the mystery got on the nerves of both Saunders and his wife to such an extent that they were almost afraid to stay in the house alone, much less visit the garret.

Finally, the old couple could stand the presence of the supposed ghost no longer and confided their trouble to several of their friends who arranged to investigate the matter thoroughly and in a body. When the party entered the garret and proceeded to prod about vigorously the voice suddenly made its presence known to the consternation of the female members of the party who immediately fled out of the house. The more courageous of the men, however, traced the voice to the pile of quilts, and, raising them, discovered the talking machine with the disc revolving. When the machine was raised the jar caused the record to cease its motion and the mystery was practically solved.

One of the men, who knew something about "talkers," discovered that the tension of the brake had loosened and the slight jar would throw it away from the turntable or against with sufficient force to stop the revolutions. The real cause of the ghostly voice was thus explained, and the simplicity so impressed Hiram that now he wouldn't show the white feather if the ghost of Captain Kidd, armed to the teeth, should make its appearance.

## S. B. DAVEGA VISITING SPOKANE.

S. B. Davega, president of the S. B. Davega Co., the oldest jobbing house in the Greater New York territory, is now in Spokane, Wash., looking after real estate matters in which he has a heavy financial interest. Mr. Davega is also owner of considerable property in this city; in

other words, he is a man of wealth, independent of his business.

## FEWER FAILURES IN FEBRUARY

But Liabilities Have Been Exceeded Only Thrice in Seventeen Years.

Commercial casualties during February, according to statistics compiled by Bradstreet's, are smaller in number than in January, but considerably larger than in February of the previous year. The amounts involved also made a favorable showing by comparison with the figures for January, and show an increase over those of February, 1909.

The number of failures reported by Bradstreet's for the month just closed is 1,004, against 1,241 in January and 990 in February, 1909. These figures show a decrease of 19 per cent. from those of the previous month, but an increase of 1.3 per cent. over those of February, 1909.

The liabilities involved last month were \$16,170,103, a decrease of 6.7 per cent. from January, but an increase of 19.8 per cent. over those of February in the previous year.

For February the showing is far from favorable, the liabilities in fact having been exceeded only three times in the last seventeen years.

## TO OPEN IN LOUISVILLE, KY.

The Tuell Phonograph & Novelty Co. have opened for business in Louisville, Ky., handling a very complete line of Edison and Victor talking machines and records. They have secured quarters at Baxter avenue and Christine street, with C. S. Ryan as manager.

## NEW DEALER IN COLUMBUS.

W. C. Willard is a new Victor talking machine dealer in Columbus, Neb.



**FRANK L. DYER'S STATEMENT**

Regarding Misleading Articles in the Daily Papers Based Upon a Transaction in Which Thos. A. Edison Figured—Unfounded Conclusion Exploded.

Last month The World briefly explained the transaction whereby Thomas A. Edison acquired certain shares of stock in the Edison Phonograph Works, so the trade would not be misled by the ridiculously sensational and distorted reports that were appearing in the daily newspapers. To further clear up this misunderstanding, F. L. Dyer, president of the National Phonograph Co., has issued the following statement:

"My attention has been called to a recent article in a New York daily newspaper which has been widely copied, and wherein it stated that the future of the phonograph was not very bright. This article is entirely misleading and does not accord in any way with the views of myself or anyone connected with the Edison companies. The future of the phonograph was never so bright as at the present time; in fact, I feel that the surface has hardly been scratched. Orders are coming in so rapidly at the present time that we are not able to fill them promptly and the sales are entirely satisfactory. The fact that we are just starting in with the Amberola and a full line of grand opera records is certainly an indication that so far as we are concerned the future does not have to be questioned. If any one of us had the slightest doubt as to the future of the business, why should we be spending hundreds of thousands of dollars each year in advertising and a corresponding amount in the development of new lines and in experimental work?

"In connection with the very article under consideration it is interesting to inquire why, if Mr. Edison has any doubt as to the future of the business, he should be willing to spend \$155,000 in cash to acquire a minority stock interest? The whole transaction was simply this: that in

the early days of the phonograph business this particular minority block of stock of the Edison Phonograph Works was acquired by outside interests, and was later put up as collateral to secure the issue of bonds of another independent company (not controlled by Mr. Edison) having rights in certain foreign countries, and on which the interest payments were defaulted. These bondholders were anxious to realize something from their investment and Mr. Edison was willing to buy the stock, so that the transaction was consummated.

"The Edison Phonograph Works, as persons familiar with the business know, is a separate company located at Orange, N. J., and engaged only in the manufacture of machines, which are turned over to and are distributed by the National Phonograph Co. The National Co. manufactures all Edison records and sells directly to the trade. The National Co. in assets, property and amount of business done is immeasurably larger than Edison Phonograph Works. The purchase of this block of stock by Mr. Edison was a personal matter and has no direct bearing on the future of the phonograph business other than showing his confidence and a desire to withdraw the stock from litigation."

**NEWS OF THE BALTIMORE TRADE.**

February Business Very Satisfactory to Dealers—Lauder Records in Great Demand—Morris Silverstein Now Sole Proprietor—Some of the Most Popular Records—Other News of the Month Worthy of General Mention.

(Special to The Talking Machine World.)

Baltimore, Md., March 6, 1910.

February proved to be a good month in every line of the talking machine business. From the small machines and cheap records up to the Victor Victrolas and Columbia Grafonolas and Red Seal records the demand has been brisk. Each new monthly list has one or more selections that are particularly popular, while some

of those on the old lists are still in heavy demand.

Concerning the latter, the Harry Lauder records are a striking example. Manager Bowden, of the talking machine department of Sanders & Stayman, declares that the Lauder records have had an exceptional run and he has had a hard time to keep the supply equal to the requests for them. Mr. Bowden also reports good sales of the Victrolas and Grafonolas.

Morris Silverstein has made another change. He is now sole proprietor of the M. Silverstein Talking Machine Co., which was organized a little more than a month ago. Mr. Silverstein has dissolved partnership with Milton J. Kohner, who was one of the original organizers. Mr. Silverstein says that the Victrolas have been in demand both locally and outside of the city, with the result that he has consummated several good sales the past week and for February as a whole. One of the best hits of the present month, according to Mr. Silverstein, has been Gems from "The Belle of Brittany" and selections from "The Dollar Princess," on the Victor records. "Humming Birds," one of the latest out of the Columbia records, is another of the more popular renditions that has appealed to Baltimoreans.

In a general way "Miserere," from Il Trovatore, as sung by Caruso and Mme. Alda, has had by far the greatest run of the month at all the stores handling the Red Seal records. Another popular operatic record is that playing selections from "Faust."

The Edison and Victor machines and records have also had a good run at Droop & Sons Co., according to Manager Grottendick. Similar statements are made concerning the Victors and Edisons at H. R. Eisenbrandt Sons, Cohen & Hughes and Crowleys.

Cohen & Hughes have gotten back to their new store which was destroyed by fire several months ago. This location is at 315 North Howard street, and the firm extend a cordial invitation to their patrons and the public to call and inspect their reconstructed quarters.

**TALKING MACHINE SUPPLY COMPANY**

MANUFACTURERS OF

High Grade—Made by Skilled Mechanics

**REPAIR PARTS**

For all Kinds of Phonographs or Talking Machines

High Grade English Steel, each Needle Warranted as to Point and Finish

**NEEDLES**

We are Sole Agents for the Largest Needle Factory in EUROPE

put up in Lithographed Envelopes and Tin Boxes in Cartons

**SPECIALTIES**

**SPECIALTIES**

**BELTS**

For Commercial Phonographs. STITCHED.

**SAPPHIRES**

FOR DICTATING MACHINES ALL MAKES

**FEED NUTS**

For All Makes, Made of the Best Steel

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

**400 FIFTH AVENUE, NEW YORK, N. Y.**

RECORD BULLETINS FOR APRIL, 1910

NEW VICTOR RECORDS.

Table of new Victor records including titles like 'Invincible Spirit March', 'Bridal Song', and 'The Chocolate Soldier'.

NEW RED SEAL RECORDS.

Table of new Red Seal records including titles like 'The Minstrel Boy', 'Killarney', and 'Lucia'.

DOUBLE-FACED RECORDS.

Table of double-faced records including 'Autumn Voices Waltz' and 'Veritas March'.

Table of records numbered 16169 through 35100, covering various musical pieces and composers.

THE MARCH SPECIAL BULLETIN.

Table of March special bulletins including 'That Mesmerizing Mendelssohn Tune' and 'Dollar Princess Waltz'.

NEW EDISON AMBEROL RECORDS.

Table of new Edison Amberol records including 'Morning, Noon and Night in Vienna' and 'I'm Looking for the Old Days'.

Table of records numbered 404 through 412, including 'The Thunderer and The Gladiator Marches'.

EDISON AMBEROL RECORD IN HEBREW.

Table of Edison Amberol records in Hebrew including 'Ich Benk A Heim'.

NEW EDISON STANDARD RECORDS.

Table of new Edison Standard records including 'Dixieland', 'I'd Rather Say "Hello" Than Say "Good Bye"', and 'Zoo Loo'.

EDISON STANDARD RECORDS IN HEBREW.

Table of Edison Standard records in Hebrew including 'Die Toire'.

EDISON GRAND OPERA AMBEROL RECORDS

Table of Edison Grand Opera Amberol records including 'Freischütz—Grand Air d'Agathe' and 'Carmen'.

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

Table of Columbia 10-inch double-disc records including 'By the Light of the Silvery Moon', 'Belle of Brittany', and 'The Invinchle Eagle March'.

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

Table of Columbia 12-inch double-disc records including 'Sea, Sea, Sea' and 'When the Mists Have Rolled Away'.

Cabinet for the Victrola No. 12

Every dealer who has had them says they are great. We are now putting a rim around the top, so that when the Victrola is set on it looks like one Cabinet.

In producing this Cabinet we have realized what a finished piece the Victrola No. 12 is.

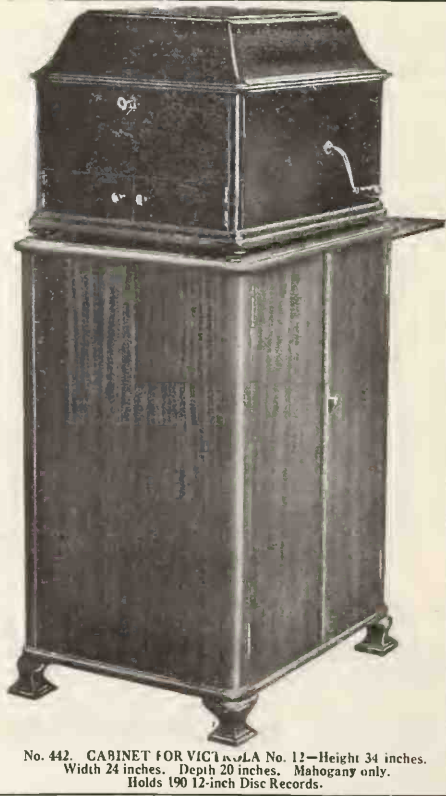
Our Cabinet is beautifully piano polished on the outside and we have even finished it inside.

Note the needle box, indexed compartments and card, shelf to handle records on, casters if desired.

Not a talking point overlooked.

The price will enable you to add on your profit and make sales all around the \$200 outfit.

If you are a dealer we will send you our beautiful Sales Helping 32-Page Catalog illustrating 96 Snappy Cabinets for Victor Records, Edison Cylinders, Rolls for every Piano Player and Sheet Music of every size.



No. 442. CABINET FOR VICTROLA No. 12.—Height 34 inches. Width 24 inches. Depth 20 inches. Mahogany only. Holds 190 12-inch Disc Records.

The Udell Works

INDIANAPOLIS, IND.

Cavalleria Rusticana—Intermezzo, introducing Harp (Mascagni).....Prince's Orchestra  
 A5160 The Pearl Fishers—Selections (Bizet).....  
 Romeo and Juliet—Selections (Gounod).....Band  
 .....Prince's Band

**COLUMBIA 12-INCH SYMPHONY NO. 1. DOUBLE-DISC RECORDS.**

A5161 Ring Out, Wild Bells (Ch. Gounod).—Baritone Solo, Orch. Accomp.....David Bispham  
 The Palms (Faure).—Baritone Solo, Orch. Accomp.....David Bispham

**COLUMBIA 2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.**

1302 Boston Commandery March (Carter).....Band  
 1303 Put on Your Old Gray Bonnet (Wenich).—Baritone Solo with Male Chorus.....  
 .....Byron G. Harlan and Chorus  
 1304 Nazareth (Gounod).....Stanley Kirby  
 1305 Cubanola Glide (Harry Von Tilzer).—Baritone and Tenor Duet.....John Fletcher  
 Arthur Collins and Byron G. Harlan  
 1306 Belle of Yokohama (Thurban).....Orchestra  
 1307 Beulah Land (Sweeney).—Baritone Solo.....  
 James F. Harrison  
 1308 Infantry Calls, No. 1—Official.—Bugle Calls.....  
 1309 Eileen Alannah (Thomas).....Thomas Jackson  
 1310 Wild Cherries—Coony Spooky Rag (Snyder).—Baritone Solo.....Arthur Collins  
 1311 Boy Trumpeter—Intermezzo (Chueca and Valverde).....Band  
 1312 Shall We Meet Beyond the River? (Rice).—Baritone and Tenor Duet.....  
 Harry Anthony and James F. Harrison  
 1313 Just Plain Folks (Stonehill).—Soprano Solo.....Ada Jones  
 1314 Anchored (Watson).....Norman Williams  
 1315 Love's Serenade (Von Bion).....Instrumental Trio  
 1316 Carrie Marry Harry (Von Tilzer).—Tenor Solo.....Walter Van Brunt  
 1317 Emmaline (Jerome and Schwartz).—Soprano and Tenor Duet.....Ada Jones and Walter Van Brunt  
 1318 My Southern Rose (Taylor).—Tenor Solo.....Walter Van Brunt  
 1319 The Yeoman's Wedding (Poniatowski).....Harry Thornton  
 1320 Violets (Wright).....Stanley Kirby  
 1321 Liberty Bell March (Souza).....Band

**COLUMBIA 4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.**

3050 (a) Semper Fidelis March (Souza). Lacalle's Band  
 (b) The Fancus 22d Regiment March (Gilmore).....Lacalle's Band  
 3051 When the Mists Have Rolled Away (Sankey).—Baritone and Tenor Duet.....  
 Harry Anthony and James F. Harrison  
 3052 Good-night, Little Girl, Good-night (Macy).—Tenor Solo.....Henry Burr  
 3053 Sweet Longings (Menzel).—Harp, Flute and Violin.....Instrumental Trio  
 3054 Hosanna (Granier).—Baritone Solo.....  
 Jas. F. Harrison  
 3055 La Sereneta—Italian Waltz (Jaxone).....Orchestra  
 3056 Peaches and Cream (Spencer).—Vaudeville.....  
 Len Spencer and Ada Jones  
 3057 (a) Would You Mind Passing the Salt (Lawrence).....Ed. M. Favor  
 (b) Now We Can Both Laugh Together (St. John and Warwick).—Tenor Solo.....Ed. M. Favor  
 3058 Astore (Darling) (Trotter).—Tenor Solo.....Harry Anthony  
 8059 The Whispering of the Flowers (Von Bion).....Lacalle's Band

**ZONOPHONE DOUBLE RECORD DISCS.**

ZONOPHONE CONCERT BAND, 10 inch.  
 5612 (a) Garde Jaeger Zu Pferde—Military Characteristic.....Lincke  
 (b) The Crusader March.....Sharp  
 5613 (a) Tobacco—Ragtime Waltz.....Johnson  
 (b) Corn-Shucks—March and Twostep.....Kuhn  
 5614 (a) Paraphrase "Nearer, My God, to Thee"—Trombone Solo, Played and arranged by.....Gardelle Simon  
 (b) Slumber Sweetly.....Beaumont  
 ZONOPHONE ORCHESTRA.  
 5611 (a) The Chocolate Soldier Waltzes.....Strauss  
 (b) Gems of Ireland Waltzes.....Christie  
 ACCORDION SOLOS.  
 J. J. KIMMEL.  
 5615 (a) The Indian Intermezzo.....  
 (b) Scotch Pipes.....  
 CORNET SOLOS WITH ORCH. ACCOM.  
 BOHUMIR ERYL.  
 5616 (a) Columbia—Fantasia Polka.....Rollinson  
 (b) Miserere—From "Il Trovatore".....Verdi  
 VOCAL SELECTIONS WITH ORCH. ACCOM.  
 FRANK C. STANLEY.  
 5617 (a) Brown October Ale.....De Koven  
 (b) A Soldier's Song.....Mascheron  
 ADA JONES AND BILLY MURRAY.  
 5618 (a) I'm Awfully Glad I Met You.....Meyer  
 (b) I'm Looking for a Sweetheart, and I Think You'll Do.....Klein  
 ADA JONES AND LEN SPENCER.  
 5619 (a) Mr. and Mrs. Malone—Irish Character Sketch.....  
 (b) The Suffragettes—Descriptive.....  
 PEERLESS MALE QUARTET.  
 5620 (a) Heaven Is My Home.....Taylor  
 (b) God Be with You 'Till We Meet Again.....Tomer  
 YANKEE DIALECT STORIES.  
 CAL STEWART.  
 5621 (a) Uncle Josh on a Fifth Avenue Bus.....  
 (b) Uncle Josh in Society.....  
 MISCELLANEOUS VOCAL SELECTIONS.  
 5622 (a) Irish Blood (Mack).....Ada Jones  
 (b) Take Me Out for a Joy Ride (Mills).....Billy Murray

The blindest employer is he who treats a truly reliable man like a dub of an office boy.

**MODEL MOVING PICTURES**

Exhibited by the Censors Before the Board of Education.

Prominent educators of this city, including Superintendent Maxwell, Superintendent Leipziger of the Board of Education's Bureau of Public Lectures, Dr. Charles Sprague Smith of the People's Institute, and most of the Board of Education members assembled recently in the board room of the Board of Education building to witness the "Board of Censorship" model moving picture show.

The "Board of Censorship" was organized about a year ago by the People's Institute, the Women's Municipal League, the Parks and Playgrounds Association, and the Public Education Association to pass on moving picture shows.

Superintendent Maxwell then read a telegram from Thomas A. Edison, the inventor, who is now in Florida, saying that in Mr. Edison's opinion the time will soon come when the majority of our citizens will be educated, in part at least, by moving pictures.

Then the lights were turned down, and moving pictures of an educational nature were thrown on the screen. The subjects represented included "Wild Beasts in Their Haunts," "East Indian Temples," "Tobacco Culture in Java," "A Lesson in Chemistry," "The Fly as a Disease Agent," "The Life of Washington," "The American Fishing Industry," and "The Metamorphosis of the Caterpillar." Dr. Maxwell said that moving pictures would not be used in the public schools of the city in the near future. The exhibition will be repeated in other parts of this city in the next few weeks.

**JACOT CO.'S NEW QUARTERS.**

Handsomely Arranged and Equipped for Trade—Expect Larger Business in New Quarters.

With the removal of the Jacot Music Box Co. from 39 Union Square to 25 West 35th street, New York, not only is more room obtained for the display and storage of stock, not to mention better facilities for demonstrating purposes, but it seems certain their business will be greatly improved. They occupy the entire four-story building, which is within a short distance of Fifth avenue and in the neighborhood of all the large retail establishments in the music district of the city. The first, or street, floor is the

1866

1910

**NYOIL**  
FOR

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

It Absolutely Prevents Rust.

**NYOIL**  
Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE  
NEW BEDFORD, MASS.



store or retail department, where ample room is had for a proper arrangement of the stock, storage of records, seven demonstrating booths, etc. The wholesale department and the private office of A. H. Jacot in front and the general offices in the rear are on the second floor. The third and top floors are for stock. A large swinging sign will be installed in front of the building so it can be easily seen from Fifth avenue.

In speaking of his new place and the prospects Mr. Jacot, president and general manager, said: "We have been at Union Square for upwards of thirty years and we were well known there. However, that part of the city is no longer suitable for the business; that neighborhood has been ruined for us, and we were glad to get away. We believe that here a much better business will come our way as soon as our location becomes known. Our name is familiar to the people of New York and vicinity as veterans in the line, and I imagine this will be something of a factor. Of course we shall advertise extensively. We propose pushing our wholesale trade more energetically than ever."

Hurry is the mark of a weak mind; despatch is the mark of the strong one. Even a fussy hen takes it coolly when she is laying an egg.

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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., March 7, 1910.

**TALKING MACHINE.** Eldridge R. Johnson, Merion, Pa., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 13,069.

This invention relates to the art of recording and reproducing sounds, and has for its object, among others, to provide improvements in apparatus for reproducing sounds from a record of the same, by means of which the quality and naturalness of the recorded sounds are reproduced with greater faithfulness, and also with a reduction of the commingled extraneous sounds, which are usually present, and which appear to be made by the operation of the reproducing apparatus, for instance, among others, the scratching usually produced by the contact of the apparatus when in operation, among which producing, and other sounds given out by parts of the apparatus when in operation, among which may be mentioned the sounds that might be made by the motor when operating.

Among the other objects of the invention is to provide apparatus for imparting resonance to the reproduced sounds; to modify such sounds after amplification; to deflect the sounds after amplification; to protect and conceal the operative parts of the apparatus, to improve the appearance of the talking machine as a whole, so as to provide an ornamental piece of furniture, and to provide, in connection with the cabinet of such a talking machine, convenient means for the storage of records, needles and other accessories.

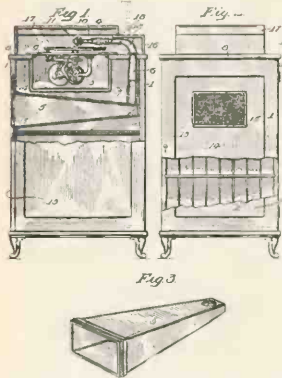
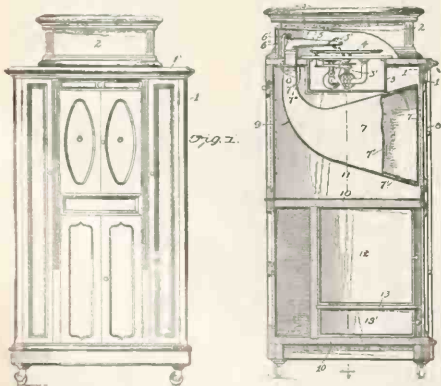


Figure 1 represents one form of the improved talking machine and cabinet therefor, shown in section at its upper portion; Fig. 2 is a front elevation thereof, showing the lower portion of the front of the casing broken away, and Fig. 3 is a detail perspective view of the sound amplifying portion of the sound-conducting tube.

**TALKING MACHINE.** Eldridge R. Johnson, Merion, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 946,142.

The main objects of this invention are: To provide in a talking machine means whereby the quality of the reproduction will be improved; to provide a talking machine having a sound



amplifier and improved means whereby the reproduced sounds may be modified and whereby the reproduced sounds may be controlled in direction after amplification; to provide a talking machine having an outlet enclosed in a cabinet provided with an outlet opposite to and of substantially the same area as the delivery end of the amplifier and with a plurality of

doors for opening and closing the outlet; to provide a talking machine having an amplifier enclosed in a cabinet and having a restricted opening surrounding the mouth of the amplifier and leading through a wall of the cabinet; to provide an enclosed talking machine having an improved arrangement of compartments for holding records, needles and other talking machine accessories; to provide an improved sound amplifier.



In the accompanying drawings Figure 1 is a front elevation of a talking machine constructed in accordance with this invention; Fig. 2 a vertical section of the same on line 2-2 of Fig. 3, and Fig. 3 a vertical sectional view of the same on line 3-3 of Fig. 2.

**SOUND-BOX.** George L. Coleman, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 946,015.

The main objects of this invention are to simplify the construction of the sound-box, with a view to rendering the parts readily removable and replaceable; to so design and combine the parts as to form a compact, neat and durable construction; to provide and improve mounting for the diaphragm; to provide means for preventing injury to the diaphragm; to provide an improved stylus bar mounting; to provide an improved yielding mounting for the box; and to provide other improvements which will appear as the invention is further disclosed.

In the accompanying drawings, Figure 1 is a front elevation of a sound box constructed in accordance with this invention; Fig. 2 a side elevation of the same; Fig. 3 a bottom plan view of the same; Fig. 4 a longitudinal section of the same upon line 4-4 of Fig. 1 looking in the direction of the arrows; Fig. 5 a fragmentary perspective upon an enlarged scale of one side of the sound box casing; Fig. 6 a perspective in detail of the stylus bar; and Fig. 7 a perspective in detail of the plate for securing the stylus bar to the box.

**SOUND REPRODUCING DEVICE.** John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 947,227.

This invention relates to sound reproducing devices, and especially to those devices which are used to augment or amplify the sounds which are being reproduced from a record.

The object of the invention is to dispense with the ordinary megaphone, sound amplifying-trumpet, or horn which is usually used to amplify the sounds reproduced by talking machines, and to increase the volume of the tones by means of an amplifier having sound-boards which are caused to vibrate in sympathy with the vibration of the air conducted between the same from the sound conveying tube.

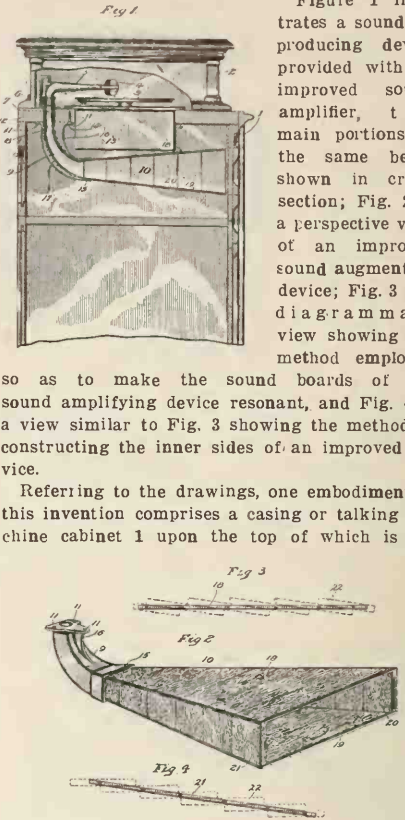
A further object of the invention is to convey the vibrations from the reproducer to the sound amplifying device without loss, and then to allow the said vibrations to emerge between the sound-boards of the amplifier.

A further object of this invention is to support the amplifier at one end only so that the sound-boards may be free to respond to the vibrations imparted to them from the sound reproducer.

A further object of this invention is to make the sound-boards used in connection with the sound amplifying device resonant in order to cause the same to readily vibrate in sympathy with the air enclosed between the same.

Figure 1 illustrates a sound reproducing device provided with an improved sound amplifier, the main portions of the same being shown in cross-section; Fig. 2 is a perspective view of an improved sound augmenting device; Fig. 3 is a diagrammatic view showing the method employed so as to make the sound boards of the sound amplifying device resonant, and Fig. 4 is a view similar to Fig. 3 showing the method of constructing the inner sides of an improved device.

Referring to the drawings, one embodiment of this invention comprises a casing or talking machine cabinet 1 upon the top of which is the



housing 2, which contains the turntable 3, the reproducer 4 and the swinging arm 5. The larger end of the tapering swinging reproducer arm 5 is pivoted as at 6 to a hollow bushing 7 which communicates with the smaller end 8 of a hollow bracket, or elbow 9, the opposite end of which is adapted to support a sound amplifying device 10.

**SOUND-BOX FOR TALKING MACHINES.** Louis P. Valiquet, New York, assignor by mesne assignments to the Victor Talking Machine Co., Camden, N. J. Patent No. 946,589.

The main objects of this invention are to provide an improved sound-box casing, an improved mounting for a stylus bar, an improved mounting for a diaphragm and other improvements.

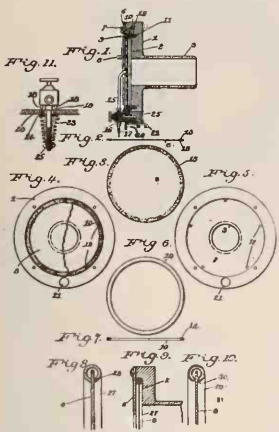
In the drawings, Figure 1 is a central vertical section of a sound box constructed with this invention. Fig. 2, a face view of the same with the cover thereof removed, showing the annular cushion of insulating material upon which the diaphragm is seated; Fig. 3 a similar view, showing the diaphragm in position; Fig. 4, a side elevation, partly in section, of the stylus bar and its mounting, the sound-box casing being indicated in dotted lines; and Fig. 5 is an end elevation of the stylus bar.

**SOUND-BOX FOR TALKING MACHINES.** Louis P. Valiquet, New York, assignor by mesne assignments to the Victor Talking Machine Co., Camden, N. J. Patent No. 947,534.

The main objects of this invention are: To provide in a sound-box for talking machines an

improved mounting for a stylus bar; to provide an improved mounting for a diaphragm.

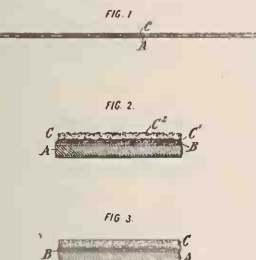
In the accompanying drawings, which illustrate a preferred embodiment of the invention, Figure 1 is a central longitudinal section of a sound-box constructed in accordance with the invention. Fig. 2 is a cross-section of the diaphragm; Fig. 3 is a face view thereof; Fig. 4 is a front elevation of the sound-box with the cover and stylus-holding arm removed and with the diaphragm partially broken away; Fig. 5 is a front elevation of the sound-box with the cover stylus holding bar and diaphragm removed; Fig. 6 is a face view of a ring for supporting the diaphragm; Fig. 7 is a cross-section thereof; Fig. 8 is a cross-section of a portion of the diaphragm and a flexible ring for supporting the same; Fig. 9 is a cross-section of a portion of the diaphragm support shown in Fig. 8 applied thereto; Fig. 10 is a cross-section of a portion of the diaphragm and a flexible spring ring for supporting the same and showing another construction embodying this invention; and Fig. 11, is a view, partially in elevation and in section, illustrating an adjustable rocking support for the stylus-holder, being an enlarged view of certain parts shown in Fig. 1.



PROCESS OF MAKING RECORDS FOR PHONOGRAPHS. William Sanderson, New York, N. Y. Patent No. 947,777.

This invention relates to an improved process of making cylinder and disc records.

In the drawings, Figure 1 is an elevation of a disc made according to the invention in its preferred form, Fig. 2 is a section thereof prior to the molding operation, the several layers being exaggerated for clearance, and Fig. 3 is a similar view after the molding operation.



COMPOSITION FOR SOUND RECORDS AND OTHER OBJECTS. John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 943,314.

The object, therefore, of this invention is to produce such a composition or mixture for use in sound records and other objects which will not only have all the advantages of the mixtures of shellac and the different body materials which have heretofore been used, but will also have distinct advantages over the same, according to the inventor.

Gum shellac, when in its purest form and highest grade, resembles well seasoned glue in consistency and color, and it is the aim of manufacturers of records to obtain shellac as near to this standard as possible. Of course, shellac when received by the users in the regular course of trade varies considerably in the texture and quality, and it has been the aim of the inventor to provide an ingredient or substance which will not only improve the texture and quality, but will reduce the shellac to a uniform grade. It has been found that by adding certain hydrocarbons to gum shellac that this result is produced in an extremely economical and satisfactory manner. Furthermore, different earthy materials, such as fossil flour, clay, powdered silica, metallic oxides, and other cheap earthy material and pigments, require greatly varying amounts

of shellac to produce the requisite adhesive purpose and toughness to the composition. In the use of the improved composition and embodiment of these materials provides a much more uniform quantity of the binder heretofore attained by gum shellac.



The object, therefore, of this invention is to generally improve the material from which sound records and other objects requiring material having the same characteristics are made.

In the drawing forming a part of this specification is illustrated a sound record tablet of the disc type with the names of the ingredients inscribed thereon, although it is obvious that the intention is not limited to any particular shape or type of tablet.

RECORD PLATE FOR GRAPHOPHONES AND LIKE MACHINES. William C. Rhodes, Cleveland, O. Patent No. 946,563.

This invention relates to record plates for graphophones and like machines. In the accompanying drawing, Figure 1 is a plan view of the plate or disc, and Fig. 2 is a central cross-section thereof.

PHONOGRAPHIC RECORDING APPARATUS. Thomas A. Edison, Llewellyn Park, Orange, N. J., assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 950,226.

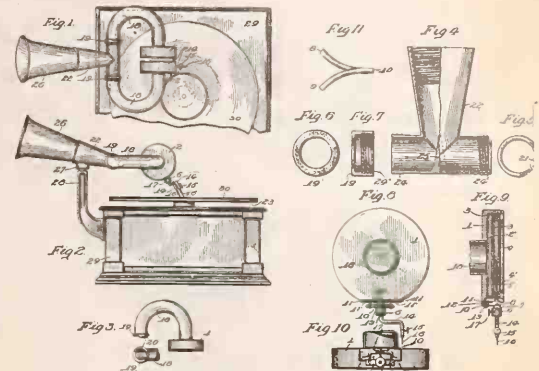
This invention relates to various improvements in phonographic recording apparatus, and the object is to provide an apparatus for the purpose, wherein superior results can be obtained. It is found that vibrations of abnormal amplitude, caused by very high, shrill tones, like those of a soprano voice, or resulting from abnormal reinforcements of certain tones by the tone due to the resonance of the air column in the funnel, result in the cutting stylus leaving the record surface, producing the disagreeable effect of blasting. This result is due to the fact that the diaphragm in vibrating toward the record surface encounters the very considerable resistance imposed upon the stylus in effecting the cutting of the material, while in vibrating in the opposite direction, the diaphragm encounters little or no resistance. Consequently, under the effect of condensations of sound waves, the movement of the diaphragm is limited, while under the effect of the refraction of sound waves the movement of the diaphragm becomes abnormal and permits the stylus to jump free of the record surface. The accompanying drawing illustrates a sectional view of a recording mechanism equipped with the improved compound spring.

TALKING MACHINE. John B. Browning, Kansas City, Mo., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 948,040.

The objects of this invention are to provide in a talking machine a plurality of sound boxes arranged to reproduce either simultaneously or separately the same tones from a single record, and to arrange the said boxes so that the operator is enabled to change the volume and quality of the sound at will, by raising one box, while the other continues playing; to provide means whereby a pair of independent sound boxes may be supported by a single sound tube; to provide an improved mounting for a diaphragm; to provide an improved mounting for a stylus bar; to provide means for the lateral adjustment of a

stylus needle with respect to its stylus bar.

Referring to the drawings: Figure 1 is a plan view of a talking machine having the improvements embodied therein. Fig. 2 is a side



elevation of the same. Fig. 3 shows an enlarged plan and end view of one of the U-shaped tubes as used in this device. Fig. 4 is a half section and half elevation of the tee connection. Fig. 5 is an end view of one portion of said tee. Figs. 6 and 7 are front and sectional views, respectively, of one of the couplings. Figs. 8, 9 and 10 are side, central sectional, and bottom views, respectively, of one of the reproducers, and Fig. 11 is a diagrammatic view of the spring used in this device.

GRAPHOPHONE. Baxter Morton, New York, assignor by Mesne assignments to Hawthorne & Sheble Manufacturing Co., Philadelphia, Pa. Patent No. 848,959.

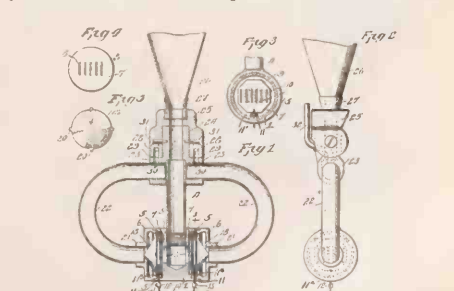
This invention has for its object the provision of a graphophone in which the reproducer is not impelled across the record tablet by means of the record groove or by mechanical feed mechanism such as a screw or rack.

In the accompanying drawings forming part of this application is illustrated the invention as embodied in a graphophone of the disc type, the stylus of the reproducer being yieldingly propelled across the record in a plane parallel to the surface of the disc with the stylus tracking in the record groove and restrained against too rapid movement thereby.

In the drawing, Figure 1 is a view in side elevation of a complete graphophone embodying the present invention. Fig. 2 is a view partly in elevation and partly in section of the reproducer, the reproducer carriage and a portion of the record tablet and support therefor.

DUPLEX REPRODUCER FOR PHONOGRAPHS. Frank P. Beck, Richmond, Va. Patent No. 950,428.

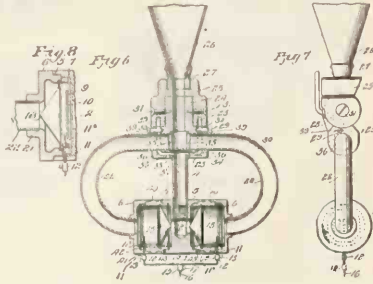
This invention relates to duplex reproducers for phonographs, and one of the principal objects of the same is to provide means for conveying compressed air through the sound box and up into the outlet horn.



Another object of the invention is to provide

a plurality of sound boxes and means of conveying compressed air through the sound boxes and out through the horn, the purpose being to amplify the reproduction of sound records and to do away with the ordinary diaphragm.

Figure 1 is a central vertical section of a reproducer made in accordance with the invention. Fig. 2 is a side elevation of the same. Fig. 3 is a vertical section on the line 3-3, of Fig. 1, looking in the direction indicated by the arrow. Fig. 4 is a plan view of the stationary disc or diaphragm in the sound box. Fig. 5



is a plan view of the conical air deflector. Fig. 6 is a central vertical section of a modified form of the reproducer, and Fig. 7 is a side elevation of the same. Fig. 8 is a detail sectional view illustrating the manner of mounting the wires 11 in the sound box.

PHONOGRAPH. William H. Hoschke, New York, assignor to Sonora Phonograph Co. Patent No. 948,327.

This invention relates to an improved phonograph of that type in which no separate horn is used, but in which the same is arranged in the case in which the actuating motor for the record-carrying turn-table is arranged.

The invention consists of a phonographic apparatus in which the horn is arranged in the casing of the apparatus and operated in connection with a record placed on the rotating disc or turn-table by means of a stationary tube and a slidable sound-conveying tube which telescopes with said stationary tube. The telescoping tube is provided with a tube carrying the diaphragm case, said tube being connected by a universal joint with the front end of the telescoping tube. The motor which rotates the turn-table moves simultaneously the telescoping tube, diaphragm chamber and stylus or needle so as to remove any strain on the latter.

The invention consists further of the combination of the tube carrying the diaphragm case by a flexible joint with the telescoping sound-transmitting tube, and a sound-retaining web or sleeve, so that the needle moves in the grooves of the record with great facility and reduced friction.

The invention consists further in a stopping device by which the turn-table is automatically stopped when the needle arrives at the end of a record.

In the accompanying drawings, Figure 1 represents a perspective view of the improved phonograph, Fig. 2 is a plan-view of Fig. 1, drawn on a larger scale, Figs. 3 and 3a are respectively a vertical section and a horizontal section showing the flexible connection of the tube carrying the diaphragm box with the telescoping sound-transmitting tube, drawn on a larger scale; Fig. 4 represents a front elevation of the improved phonographic apparatus; Fig. 5 is a vertical sectional view taken on line 5, 5, Fig. 2; Figs. 6 and 7 are respectively a vertical transverse section on line 6, 6, and a vertical longitudinal section on line 7, 7, Fig. 2, and Figs. 8 and 9 are respectively a detail side-elevation and a plan-view of the automatic stopping device for the rotary disc or turn-table.

PHONOGRAPH. Chas. M. Hughes, Newark, N. J., assignor to Willard I. Hamilton, same place. Patent No. 948,328.

The object of the invention is to increase the simplicity in construction and operation of the phonograph, by decreasing the number of parts of which the machine is composed, by lessening or avoiding the necessity for adjustment of the various parts in practice, and by increasing the convenience of manipulation of the machine.

Heretofore, it has been customary to rotate the mandrel shaft by directly connecting the same with the motor shaft by suitable pulleys, belts or gear wheels. One feature of the invention is an improvement upon this arrangement, and consists in rotating the mandrel shaft without directly connecting it to the motor shaft by means of pulleys, belts, gear wheels or the like, by causing said mandrel to rest upon and be rotated by frictional engagement with a belt which passes over a pulley on the motor shaft, and over a pair of pulleys and under an idler, which are conveniently secured in a case upon the top of the machine, and in which the mandrel shaft is supported and rotated.

In the accompanying drawings forming a part of this specification, Figure 1 is a side elevation of the improved machine partly in section. Fig. 2 is a plan view. Figs. 3 and 4 are end elevations of the same, and Fig. 5 is a vertical sectional view taken on lines x-x of Fig. 1, looking in the direction indicated by the arrow.

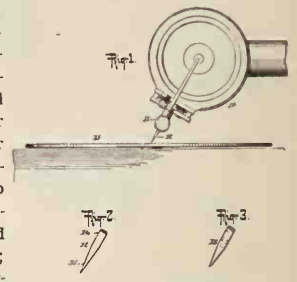
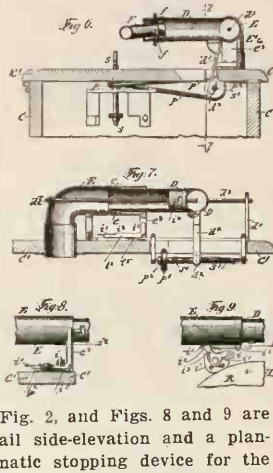
SOUND-REPRODUCING MACHINE. Chas. H. Norton, New York. Patent No. 950,024.

This invention relates to improvements in sound-reproducing machines, and it consists in the novel needle or stylus.

The object of this invention is to produce a needle or stylus for sound-reproducing machines which may be supplied at slight expense and which in use will eliminate the scratching noise

caused by metal needles, reduce to a minimum the wear on the records and materially improve the tone and distinctness of the instrument, the sounds being soft or modulated and those representing various voices or instruments being clearly differentiated one from the other. The inventor has discovered that by making the needle or stylus of hard vulcanized rubber a very great improvement is secured in the general tone of the instrument and more distinct, accurate and natural reproductions of the sounds being soft or modulated and those reping out of the records or excessive expense for needles. The needle or stylus of the invention is therefore intended for use in machines employing disc-records and is formed of hard rubber. The needle may be either solid or hollow above its point, and preferably the hollow hard rubber needle in respect of its efficiency and tone qualities.

Figure 1 is an elevation of a portion of a sound-reproducing machine equipped with a hard or vulcanized rubber needle of the invention applied to the ordinary disc-record employed in such machines; Fig. 2 is a perspective view, on an enlarged scale, of the needle, and Fig. 3 is a like view of the same needle as hollow above its pointed lower end portion.



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In the barber shop the scissors clicked merrily away, and the barber's dog lay on the floor close beside the chair, looking up intently all the time at the occupant, who was having his hair cut.

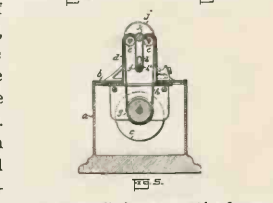
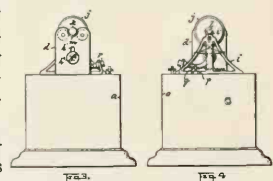
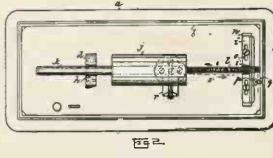
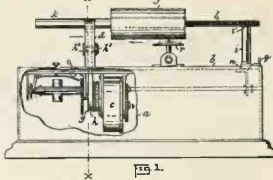
"Nice dog, that," said the customer.  
"He is, sir," said the barber.  
"He seems very fond of watching you cut hair."

"It ain't that, sir," exclaimed the barber, smiling. "Sometimes I make a mistake and take a little piece off a customer's ear!"

A recent visitor at Matteawan was strolling about the grounds when he encountered a stately and well-dressed gentleman, who inquired with perfect courtesy: "I beg your pardon, but have you any dry toast about you?" The caller intimated that at present he was without that particular form of light luncheon. Then in his turn, he queried: "But would you mind telling me why you desire it?" "Not at all," responded the other. "You see I'm a soft-boiled egg, and I want to sit down!"

Little Jim and Pat, the gardener, had been great pals, and when Pat went back to the "Ould Sod" to end his days, and slow-witted Dutch Jan took his place, Jim was a very unhappy kiddie. After sundry unsuccessful attempts to interest Jan in his small affairs he waxed wroth, and one morning his father heard a tempest in the garden, culminating in "Oh, Jan, you're such a fool!" Father took matters in hand at this point, and an instant apology was next in order. Jim rebelled, but finally calmed his ruffled feelings and went to the aggrieved gardener, more in sorrow than in anger, with: "Jan, I—I'm awf'ly sorry you're a fool!"

"Well, by Jove, this is lucky!" cried a young man as he heartily slapped the back of a gentleman whom he overtook in the street. The other turned round sharply and angrily, showing the face of a complete stranger. "I thought it was my friend Jackson," said the young man, confused. "All right," said the stranger, and he doubled the young man up with a tremendous poke in the waistcoat. "What did you do that for?" "I thought that was what Jackson ought to do," remarked the stranger as he resumed his interrupted walk.



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**HOLLENBERG MUSIC CO.**  
 LITTLE ROCK, ARK.

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 420 Prospect Avenue, CLEVELAND, O.

**COLUMBIA JOBBERS**

**Complete Stock Prompt Service**

Dealers Wanted  
 Write To-day

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the April list.

# Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

MR. DEALER:

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

VICTOR and EDISON JOBBERS

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Peter Bacigalupi & Sons, SAN FRANCISCO, CAL.  
Wholesale 941 MARKET STREET Retail  
Jobbers **Edison, Zonophone**  
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All Kinds of Automatic Musical Instruments and Slot Machines.

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JOBBER HEADQUARTERS  
**EDISON AND VICTOR**  
Machines, Records and Supplies.  
THE EASTERN TALKING MACHINE CO.  
177 Tremont Street BOSTON, MASS.

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Send your orders to us and you are always sure of quick action.  
We are

**Exclusive  
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We handle the full line of Columbia Double-Disc and Indestructible Cylinder Records; Disc and Cylinder Graphophones.

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Send Us Your Next Order

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Only Exclusive Jobber in U. S. of

**Zon-o-phone Machines and Records**

We Fill Orders Complete Give us a Trial

**Edison Phonograph Distributors**  
for the SOUTHWEST

All Foreign Records in Stock

Houston Phonograph Co., HOUSTON, TEXAS

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**VICTOR Talking Machines**  
and **RECORDS** Wholesale and Retail  
Largest Stock in the South

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ALL SUPPLIES

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PERRY B. WHITSIT L. M. WELLER

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Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

**FINCH & HAHN,**

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**Edison Jobbers and Victor Distributors**

MACHINES and RECORDS

Complete Stock Quick Service

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the April list.

## STIMULATING TRADE.

The Standard Talking Machine Co. of Pittsburg Are Doing Some Excellent Work in Arousing Interest in the Talking Machine Business Generally Among Dealers.

The Standard Talking Machine Co., of Pittsburg, Pa., have been most successful in the preparation and issuance of well-written and interesting letters as means of stimulating trade. One issued some weeks ago by J. C. Roush, manager of sales, gives an idea of the kind of work this enterprising company are doing these days. It reads:

Dear Dealer—"Talking machines have gone up!

"For many months past we have anticipated this move.

"Trade conditions justified it.

"For a long time we have labored under difficulties which had finally to be met, and now every talking machine, record, accessory and all our supplies have gone up—to the eighth floor of the Irish building, 800-802 Penn avenue, corner of Eighth street. (Prices are still on the ground floor.)

"For some time we have been thinking of giving up the retail business in Pittsburg and of enlarging our facilities to enable us to better handle our growing jobbing and wholesale trade.

"Our new quarters are not only larger but are all on one floor, arranged and classified in just the way we have wanted them for a long time.

"Our show rooms and general offices are now very presentable. For the exhibition of machines we have newly constructed and improved

rooms, where our friends can see the working of the latest models and try the new records without being interrupted. Our shipping facilities have been greatly enlarged and are arranged to take care of more than double our past capacity.

"To you, who have contributed to making it necessary for us to move into larger and better quarters, we extend a most hearty invitation to make it possible some time during this coming spring to visit us. Come and see what a really up-to-date talking machine company (wholesale) looks like!

"We are able to furnish on the quickest and shortest notice any item known to the talking machine world.

"White, 'phone or telegraph your wants. Every order filled on the day received—unless at the 'eleventh hour.'"

## HERBERT SIMPSON IN CHARGE

Of the Advertising Department of Kohler & Campbell, the New York Manufacturers.

Herbert Simpson, for four years assistant advertising manager of the Victor Talking Machine Co., Camden, N. J., assumed the management on February 7 of the advertising department of Kohler & Campbell, the distinguished piano manufacturers of New York City. Mr. Simpson has entire charge of the publicity department of this business—one of the largest conducted by any piano concern in Greater New York. He is splendidly equipped for this position and is well acquainted with conditions in the music trade industry. Those who know him

intimately expect that he will give a splendid account of himself in his new sphere of activity.

## E. E. FORBES CO. BRANCH IN MEMPHIS.

(Special to The Talking Machine World.)

Memphis, Tenn., March 1, 1910.

The E. E. Forbes Piano Co. have not discontinued, nor do they intend to discontinue, the branch of their talking machine business which they have established in this city, contrary to general reports. They recently placed a new man in charge of the business and he seems to have taken hold of it in a very satisfactory way. A representative from headquarters at Birmingham states that they are going to spend considerable money fixing up their talking machine branch in this city and intend to increase their business materially.

## KEEP YOUR PROMISES.

"If you really ask me," said a retail man to whom the question was propounded, "what I consider one of the most important minor points in the conduct of a store, I would reply without hesitation, 'Keep your promises.' People like cheap prices, and they will stand for a good deal in order to obtain them, but it is my belief that the one thing they like better than saving money is to be absolutely sure of what they buy."

The Gross Talking Machine Co. have purchased the interest of W. A. Magruder in the Talking Machine Shop, Nashville, Tenn. Edison and Victor machines are handled.



# The TASIDEING MALINE-INE SECTION



NEW YORK, MARCH 15, 1910

## EDUCATING THE SALESMAN.

The Time to Train Him Is When He Is Young, But, After All, the Successful Record of Business Men Is the Result of Years of Hard Work and Study of the Goods They Are Handling—Initiative Counts Here as Everywhere.

Often in newspapers and magazines is observed methods that tell of how to become a successful salesman, how to sell goods, don'ts for salesmen, etc.; but there seldom appears an account of how to educate a man to become a salesman. Salesmen are not born with that talent, but are educated after years of hard work and study; not the study from books on salesmanship, but from the study of the goods which they are selling and from studying men's natures and hobbies.

Not many years ago this country had very few manufacturers, few large commercial houses, and the margin of profit was much larger than in modern times. Business is a battle royal to-day, and the engagements are sharp. Thousands are engaged in the struggle of strong and unyielding competition for the commercial honors of the country. Each year large business houses go into bankruptcy—business houses which the trade looked upon as without parallel in their particular line. In tracing back the cause of their failure, it is invariably proven that the selling end was insufficient.

A successful salesman is the most independent man in the commercial world, says a writer. He is not affected by changes in prices nor harassed by growing obligations. He is indispensable to the business; he knows the goods, the field and the customers, and this asset is invaluable. He can carry these qualifications into the general market and easily find someone who, in return for the use of his possessions, will very handsomely recompense him.

The making of a salesman begins with the boy entering a mercantile business. He must start at the bottom, for those who begin at the bottom and gradually work themselves up are the kind that count. A boy starting out in this life should begin at the bottom. When you first attend school you enter in the primary, and as your learning develops you are gradually advanced. If you are desirous of pursuing a professional life, you are obliged to spend years at college before you are competent. You receive no favoritism, and are graduated only when you are qualified to go out in the world to practice.

Should a boy choose the mercantile life he should begin his career, not with his relatives, where he is apt to receive individual advancement, but with strangers, where he will be paid and advanced according to his ability. A boy working for his relatives often becomes careless, knowing that there is little danger of losing his position.

Undoubtedly the start is the most important part in the business life of almost every man. A poor start will handicap one for life, as it is the foundation for the future. If the foundation of a building is well laid, the building, when completed, will stand the severest storms; the

house with the weak foundation topples over. The same principle applies to a boy starting in life. He will not always have his relatives to provide for him, and unless he has built up a foundation by diligent work—the conscientious and faithful kind—and unless he has developed a strong character, which can only be acquired by honest, laborious work, he will bow his head when the first storm overtakes him.

The young man who goes out and applies for a position and does not wait until somebody gets it for him, is the boy who starts right. Get a position where there is a chance for advancement should your efforts warrant it. Don't be ashamed to start at the bottom. If there is a chance for advancement, get busy and do your work with a will, at the same time familiarizing yourself with the nature of work that those ahead of you are doing, so when the opportunity presents itself you will be qualified to fill higher positions. Always try to learn something new each day. Be polite to your superiors and courteous to customers you may have occasion to meet.

Nowadays a man is paid for his knowledge and executive ability. When you are a young man you should consider the fact that you are learning, as well as earning, and that the learning end is the most important part. You must know your business in every detail, and the only way to know it is to learn it.

The days of the flippant, talkative salesman have passed. It is the man who knows his goods and who presents them to the trade in the true light that convinces and gets the busi-

ness. If you are selling a \$2 article, do not insist that it is as good as your competitor's \$10 one, when you know perfectly well that it is not. A man who is paid to buy goods for a concern generally knows his business, and when you talk to him in this manner you make a great mistake.

If you have started from the bottom you have educated yourself to know your goods and believe in them. You will believe in the cheap goods, as well as the expensive ones; but in selling the cheap goods sell them as such, by doing which you will make a conscientious sale. The salesman who goes around with a rake-off for the buyer is a salesman of the past. An office boy can go around disposing of goods if he pays the buyer to buy them. Even the story-teller, who used to call upon a buyer and delight in sitting at his desk for hours telling funny stories, is a back number.

Wise merchants value the good salesmen, and the good salesmen are the men who are some day taken in the firm. Get busy, young man, and hustle. Don't think that because your relatives do not own the business you are unfortunate, but thank your lucky stars that they do not. Build up yourself, by hard, honest work and honesty of purpose, a character that will carry you to the top; and always remember that it is within the reach of us all.

Too many people look for trouble and when they find it, as a general rule, they don't know what to do with it.

## HAND COLORED

Local View Post Cards MADE TO ORDER



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

**\$7.20** for 1000

The Best Made in America

SEND FOR SAMPLES

Blue Delft (two colors) \$5.00 for 1000

Season, Floral, Comics, Greeting Cards, etc.,

Direct from Factory

NATIONAL COLORTYPE COMPANY

Department 9

CINCINNATI, OHIO

## MOVING PICTURE EVOLUTION.

Some Interesting Facts Showing the Origin and Development of the Moving Picture Machine Which is Contributing so Much Today to Knowledge in All Walks of Life—The Views of C. Hemardiner, of the Faculty of the Sciences of the Sorbonne.

The moving picture machine, under its various names, is still increasing in popularity and is being perfected day by day, although much still remains to be done before its results can be called quite satisfactory. It is difficult to realize that so complex a device, producing so life-like an illusion of animated motion, has been developed within a few years. In an article contributed to the Revue Scientifique of Paris, C. Hemardiner, of the Faculty of Sciences of the Sorbonne, gives some of the steps in detail. He says in substance:

"The whole theory of the cinematograph is contained in these few words: persistence of the impression made by light on the retina. What does this mean? Take a match whose end still glows, and move it quickly about. We see a luminous line. Whence comes this impression? Simply from the fact that each luminous impression lasts a certain time, fixed by the experiments of the Belgian physicist Plateau at 0.14 second. During this time the object in motion has been displaced, so that we still see it in one place after it has moved to the next.

"This fact of luminous persistence has long been known. It was even mentioned by Lucretius in 65 B. C. In all times and in all countries scientists have noted it, tried to explain it and based toys or amusements upon it, such as the magic top, the thaumatrope, etc. By application of the same principle we show, in lectures on physics, the synthesis of colored lights to form white—the so-called Newton's disc. In this way, also, we may study vibratory movements on the principle of what are called in physics stroboscopic methods."

To return to the cinematograph, he takes as its starting point the phenakistoscope of Plateau, which may be really regarded as its ancestor. He goes on to say: "Plateau's device received successive modifications of detail, among which may be cited Ross's 'wheel of life' and the zoetrope or zoetrope of Desvignes (1860), which may still be found in the toy shops. This is formed of a vertical cylinder having vertical slits through which the observer looks. In the interior is placed a band of paper bearing designs representing the successive positions or attitudes of a moving object or person. The zoetrope modified by a system of mirrors becomes the praxinoscope of Reynaud (1877). Then came the folioscope, which reappeared in 1897 with photographs instead of drawings. All these devices used drawings, reproductions more or less exact, of the different attitudes of the subjects. It is evident that the reproduction gained much from the substitution of photographs, and it is interesting that this substitution was first made with a scientific purpose.

"In 1873 Cornu presented to the Academy of Sciences four photographs, taken on the same plate, of the transit of Venus across the sun's disc. At the same time Janssen invented his photographic revolver. Marey, in his laboratory in the Parc des Princes, made on a single plate

successive images on a dark background, to study the movements of men and animals.

"In 1878, at the instigation of a rich American, a San Francisco photographer, Maybridge, constructed twenty-four similar objectives whose shutters were controlled by electromagnets with electric circuits so arranged as to be broken successively by a moving horse, giving twenty-four successive exposures. This was somewhat complicated.

"We cite merely for the sake of completeness the analogous attempts on fixed plates made by Auschütz of Lissa, by Londe, by Colonel Seibert, and others, and come at once to the chronograph of Marey, who was really the first to think of forming the image on a movable sensitive film, the object being exposed periodically. This was the actual beginning of chronophotography, which then entered upon a new phase. One of Marey's collaborators, Demeny, changed the chronograph to adapt it for projection. Marey had made the analysis of motion, and Demeny its synthesis.

"In 1889, at the World's Fair, Marey showed his apparatus to Edison, who, seeing its possibilities, devised his kinetoscope, in which the celluloid strip was used for the first time, and which was so successful that Marey's name was almost forgotten beside that of the famous American. But the kinetoscope was not yet a device for projecting moving pictures on a screen. On Feb. 10, 1893, the Messrs. Lumière, of Lyons, finally solved the problem and took out their first patent for the cinematograph. Everybody recalls the brilliant success of this invention. At once it was followed by a considerable number of devices made in all countries and christened in all sorts of ways from the Greek, Latin, and in more fanciful fashion still. Here are a few:

"Anarithmoscope, chronophotographoscope, cinographoscope, cinograph, cinoscope, hypnoscope, katoscope, ummographie, mutoscope, mouvementoscope (!!), phantographe, etc. There are scores of them, or even hundreds. To review these devices would be to deliver a lecture on mechanics; but they all resemble the apparatus of Lumière, which in its modern forms has been changed only by perfecting details."

A very ingenious combination of the phonograph and the cinematograph has been made by Gaumont, who has succeeded in obtaining perfect synchronism between the two. The lecturer showed a number of his pictures with special phonograph accompaniment, the sound being amplified by compressed air in combination with the megaphone. These are said to have been very striking and will doubtless soon become familiar to the public.

## SALESMANSHIP.

Every salesman must always bear in mind that increased earnings for himself can only come with increased business, and increased business can only come by increasing the number of customers for his store, and the only way ever discovered for increasing the number of customers for a store is to please every customer so well that he will come again and bring his friends. This is the sum and substance of salesmanship.

Don't neglect an opportunity to make a friend of a customer. Confidence begets patronage.

## HOW RETURNS ARE HANDLED.

Commissioner Cabell Discusses Publicity Features of New Corporation Tax Law—How Returns May be Inspected by Those Interested in Their Neighbors' Affairs.

(Special to The Talking Machine World.)

Washington, D. C., March 6, 1910.

Royal E. Cabell, Commissioner of Internal Revenue, has just sent out the following communication, which will interest all concerns having to make returns under the new corporation tax law. He says:

"Many communications have been received at this office making inquiry as to how the returns of corporations, joint-stock companies, associations and insurance companies, made as required under the provisions of the corporation excise tax law (sec. 38 of the tariff act of Aug. 5, 1909), were to be handled in the office of the Commissioner of Internal Revenue, and whether or not they were to be open to general inspection.

"The law, paragraph 6, on this subject is as follows: '6. When the assessment shall be made, as provided in this section, the returns, together with any corrections thereof which may have been made by the commissioner, shall be filed in the office of the Commissioner of Internal Revenue and shall constitute public records and be open to inspection as such.'

"Congress appropriated \$100,000 to carry into effect the provisions of the law. Under general statutes no portion of this appropriation is available for use in the District of Columbia. The returns cannot be open to general inspection in the District of Columbia without the expenditure of a substantial sum of money. If, therefore, it was the intent of Congress to make these returns open to general inspection, it will be necessary for it to appropriate a sum sufficient to cover the necessary expenses. Until this is done this bureau rules that the returns made under this law are to be handled just as returns made under other internal-revenue statutes.

"Any person, therefore, other than the taxpayer making the return, or his duly appointed agent or attorney, who desires to see such return, shall make written application to the Secretary of the Treasury, who in his discretion will, upon a proper showing of cause, approve such request. A request thus approved should then be presented to the Commissioner of Internal Revenue, who will thereupon permit the return in question to be seen by the applicant upon such conditions as the Secretary of the Treasury shall have imposed."

## ENTHUSIASM.

The difference between success and mediocrity in business is enthusiasm. Unless the retail merchant displays genuine enthusiasm over the goods he has to sell—has faith in the business he is engaged in, and shows it to the people with whom he wants to do business, he will not be compelled to make many additions to his building to care for his increased business. Enthusiasm—that's it—enthusiasm.

Sometimes a man knows so much that it takes all his time rearranging it in his head so he can make some use of it.

NOW IS THE TIME TO PLACE  
**ELECTRIC-PLAYERS**

to advantage and make easy money and big profits.  
They earn money with very little attention.

Write for Catalogue and prices, also Perforated Music Rolls

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# To Business Men

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

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

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

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

It exerts an healthful optimism.

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

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

They draw from the *World* pleasure and profit.

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

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

**EDWARD LYMAN BILL**

1 MADISON AVENUE, NEW YORK



**Gem**  
Retail price  
**\$12.50**

The Edison line, from the Gem, retailing at \$12.50 to the Amberola at \$200.00, offers an Edison Phonograph for every purse and every person.

The efficiency of your stock depends on your having the complete Edison line—so that no sale can get by you.

And remember this: The little man who buys a Gem pays you just as big a profit on the Records that he buys as does the man who buys the Amberola.

Your stock should be complete. Write your jobber today.

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



**Amberola**  
Retail price  
**\$200**