

# The TALKING MACHINE WORLD

AND  
NOVELTY  
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, January 15, 1909

## Has Your Talking Machine Business Fallen Off?



Are your hands tied by restrictions which eliminate all chance of pursuing a progressive and stimulating policy?

Are you compelled to divide your just profits with a dozen other firms in an over-crowded territory?

If you are facing this problem and want to know its solution, write us concerning



### The Exclusive Echo-Phone Agency

Larger sales, bigger profits and no competition is what we offer you.

## UNITED TALKING MACHINE CO.

259 GREENWICH STREET, NEW YORK



# Do You Desire to Make Dollars?

## GOOD COIN OF THE REALM?

**We suppose Yes! Well then, we can help you**

¶ We have a special proposition of interest, which will assist talking machine men to increase their incomes.

¶ There is no doubt of it.

¶ The suggestions which we are able to make in this particular will be of monetary advantage to every talking machine man who wishes to broaden his sphere of operations.

¶ It will be easy to increase your income, without materially increasing your expenses, for the suggestions which we will make do not include a large outlay of money.

¶ We have gone into this subject exhaustively and we know that we are on the right road.

¶ We know that we can do precisely what we say regarding bringing about increased incomes for talking machine men.

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*Write and see how we can make good*

EDITOR SIDE-LINE SECTION

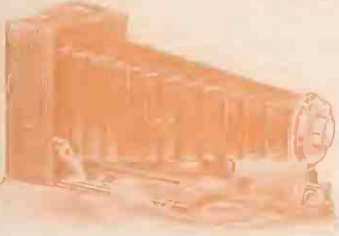
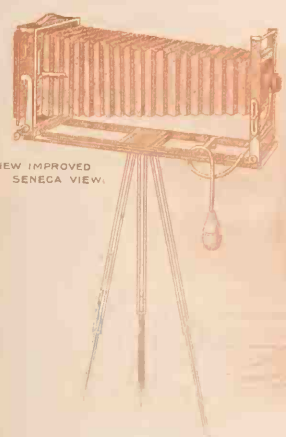
**THE TALKING MACHINE WORLD**

1 Madison Avenue, NEW YORK

# TALKING MACHINE SIDE LINE SECTION



Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, January 15, 1909



Have pleasure in calling your attention to

**A SIDE LINE THAT SELLS ITSELF**

## SENECA CAMERAS AND SUPPLIES

The talking machine and the Camera are marching down the highway of civilization hand in hand. They appeal to the same class of people. The pleasures that enchant the ear in a talking machine are rivalled by the joys that confront the eye in the Camera.

Successful Camera selling would require no extra help.

Make no added expense.

Demand no technical knowledge.

Involve no great investment.

You sell talking machines—why not sell Cameras too?

Are you interested enough to write and ask us what there is in it for you to handle our line? We think so. In this connection it is appropriate to remark that we do business man-fashion, without any trade agreements or trade restrictions. Until we hear from you we beg to remain.

Yours for increased profits.

### SENECA CAMERA MANUFACTURING CO.

Largest Independent Camera Makers in the World

Send for 64 Page Illustrated Catalog showing many styles and sizes.

ROCHESTER, NEW YORK

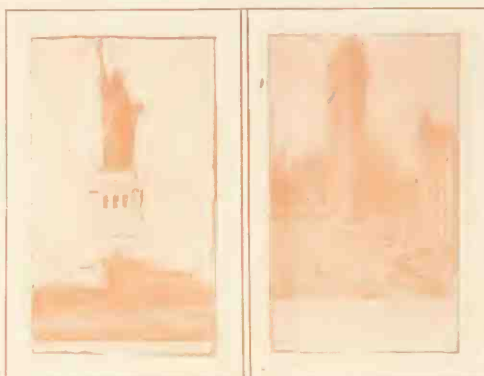


# THE UP-TO-DATE POST CARD SPECIALIST

INCREASES HIS PROFITS BY ORDERING

## VIEW POST CARDS from Experts

We are  
Expert Publishers  
of  
VIEW POST CARDS



We are  
Expert Publishers  
of  
VIEW POST CARDS

OUR POST CARDS ARE MADE IN THE BEST FACTORIES. CONSEQUENTLY WE OFFER ONLY THE BEST QUALITY WORK.

Our new color system enables us to follow more closely than others the color scheme furnished by customers with their photographs.

### WE MAKE DELIVERY AT THE TIME AGREED UPON

We do not publish a larger quantity than your order calls for and then offer the excess quantity to your competitors at a lower price than you have paid.

For several years we have given the publishing of View Post Cards close and exhaustive study and are now the

### LARGEST PUBLISHERS OF VIEW CARDS in the United States and Canada

and therefore believe that no other firm is in a position to make a more attractive offer than we.

We make 10 different styles of View Cards, including  
Black and White, Hand Colored, Blue, Green and Brown in 500 of a subject and upwards.  
Best Grade in Colors—6 to 10 Shades—including  
Our exclusive styles, Octochrome, Newvochrome, Mezzochrome, Photochrome, Sextochrome and Triotone in 1,000 of a subject and upwards.

### PRICE from \$4.50 to \$12.00 per 1,000

If interested, write us—we will at once forward you without cost, our booklet, with a full line of samples and all needed information so that you will know exactly **WHAT TO DO, HOW TO DO IT,** and **WHAT WE WILL DO FOR YOU.**

**REMEMBER:—EXPERT SERVICE—BEST QUALITY WORK—PROMPT DELIVERY—CLOSE PRICES—A SQUARE DEAL**

Orders placed now will be delivered in ample time for the Spring trade.

Shall we send our catalogue of Fancy Post Cards?

## THE AMERICAN NEWS COMPANY

Post Card Department

DESK R

NEW YORK CITY, N. Y.



# SIDE LINE SECTION

## THE TALKING MACHINE WORLD

Vol. 5. No. 1

New York, January 15, 1909

Price Ten Cents

### Opportunities for Business Broadening

The first of the year is an excellent time to inaugurate new departures in business, and with the first 1909 issue of this publication we have commenced a new feature which we term "The Side Line Section." The field has been covered in a departmental sense for some time, but according to our views the time has arrived when the subject demands an enlarged treatment.

Our readers will see at a glance that this is a move which means a business broadening for all who desire to extend their lines. It means that we are going to place thousands of our subscribers in direct communication with special products which can be handled harmoniously with talking machines. Close to market as we are we shall at all times be able to place our readers in touch with specialties of many kinds.

There are thousands of dealers who are bright, energetic business men who have attractive establishments located in the principal business thoroughfares of many cities throughout the land, who are desirous of increasing their business incomes.

That is a laudable ambition, truly, and The World proposes to assist them along the right path. We propose to place them in direct communication with manufacturers of whom it will pay to know.

There are many side lines which can be handled advantageously, which will not occupy

great space in the stores, and yet will be instrumental in increasing sales and drawing more dollars to the coffers of business men. The more people that can be drawn to a store, the better it is for every department of that store.

To-day people visit exclusive talking machine stores with but one purpose in view, and that is to purchase talking machines and accessories, but if some specialty, some novelty, is in the window, it interests them. Frequently they will step inside to buy it, and while in the store it follows as a natural sequence that they will make other purchases.

Therein lies the success of the department stores. A customer enters to make an individual purchase, and before he gets out he buys many other things. A man enters a store to buy a single necktie, and ten to one before he gets out he will make a half dozen purchases.

Now, if talking machine dealers take hold energetically of side lines, they can sell not only more talking machines, but they can sell more of everything, and the Side Line Section proposes to assist them and we shall use every endeavor for legitimate trade development in every direction.

If you scan the pages of this section closely it is certain that you will find much therein to interest you and this is but the beginning of a broader campaign.



Published the 15th of every month at 1 Madison Ave., N.Y.

**SUBSCRIPTION** (including postage), United States, Mexico, One Dollar per year; all other countries, \$1.25. England and her colonies, five shillings.

**ADVERTISEMENTS.** \$2.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, \$80.00; special position, \$75.00.

**REMITTANCES** should be made payable to Edward Lyman Bill by check or Post Office Order.

**IMPORTANT.**—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephones—Numbers 4677 and 4678  
Gramercy. Cable Address: "Elbill," New York.

NEW YORK, JANUARY 15, 1909.

It is our intention to make this section an interesting feature of every issue of The Talking Machine World, and all of our readers will find in its pages much of interest to them. Advertisers will have something special to say along interesting lines, and we have no doubt but that this publication will be the means of steadily broadening the business possibilities of our readers everywhere.

The more people which can be drawn into stores the better it is for all merchants. The aim of the "Side Line Section" will be, to build trade, for we propose to make it the vehicle of distribution for special lines of merchandise. We are a novelty producing nation, and there is no reason why a publication of this kind should not contain news and information concerning specialties as well as regular lines of products which will be of business value to readers.

It should be understood that The World not only reaches thousands of talking machine dealers, but there are many merchants who handle such lines as sporting goods, furniture, general merchandise, etc., who read it regularly; therefore, advertisers will have the added advantage of covering a new field and reaching as well people who are at the present time interested in their products.

All of these things count in a business sense, for they all help in building the business profits for the year. Nothing should be overlooked which will help to draw trade and the Side Line Section will play a part in helping to bring the manufacturer and merchant together for mutual good.

Talking machine dealers everywhere are realizing more and more that the road to bigger profits and real expansion lies in adding attractive side lines to their business. Lines that, while not interfering with the sale of talking machines, will open new fields that will admit of practically limitless development.

Naturally the most desirable side lines are those well advertised by the manufacturers and requiring the least effort in the selling or being exploited by means of various forms of silent salesmen. Such lines include cameras or kodaks, safety razors, sporting goods, post-cards and novelties by the hundred, and the dealer must be in a bad way indeed who cannot find at least one which would appeal to his trade.

As in all new ventures, it is well to go slow in the outset when installing side lines, for the actual profit does not always increase in ratio to the number of lines handled. When one or two lines are installed and selling nicely, then it is time to think about others, for with an established side line business it is comparatively simple to spread out as conditions warrant.

Class of trade is another important item to be considered, for while there are many side lines that appeal strongly to all classes there are others which do not sell so readily in certain localities, not appealing to that particular trade. However, the dealer himself is the best judge of

what he can profitably handle and he should choose his line accordingly.

For those who are desirous of taking on a line of sporting goods, cameras and photographic supplies or similar goods used chiefly in the spring and summer it is high time they gave the matter their earnest attention, for orders, if prompt shipment is desired, should be in hand next month. The manufacturers of such lines are already prepared, having their new goods made up and ready for the call. With such lines installed, at an early date the dealer will have an opportunity to display and advertise them in a manner to attract business when the actual buying begins.

The increasing demand for the higher priced machines and records tends to bring the better class of trade to the store of the average, people who are in a position to purchase whatever strikes their fancy without worrying about the amount. As they come back each month to hear and order the new records they will see and inspect the new side lines and thus many sales will be made practically automatically.

Then, too, there is no dealer with window space so small that he cannot spare at least a portion of one window for the display of his new lines, those interested in one feature sufficiently to stop naturally casting at least a glance at the others in the window. Careful arrangement of stock inside the store will also tend to help sales, an orderly and harmonious array of goods appealing to even the most casual observer.

Taken, all in all, the question of side lines to the progressive retailer to-day is one of utmost importance as removing the frequently narrow limitations that naturally exist where only one line of goods is handled and affording an opportunity for business growth with the attendant increase in profits.

In order to attract a customer the first care must be to provide an attractive store; goods well displayed are half sold. Do not be sparing of light; the public look for it like babies. People do not stop before a poorly lighted store, while they linger before a brilliantly illuminated window, they admire, and they enter.

It is important to ticket the goods. Out of ten possible customers nine fail to enter the store because they do not know the prices that they will be called upon to pay; they fear exorbitant prices on the part of the merchant, and they prefer to refrain from asking the price rather than be subjected to the embarrassment of leaving on the ground that the goods are too dear. That is to admit that they are not very wealthy—a declaration that very few people care to make, even to a stranger. Take care, therefore, that the passer-by and the loiterer who stops before your window knows in advance the amount which he will have to disburse; that disposes of hesitation and facilitates his entrance to your store. He knows that he has no unpleasant surprise to fear, he becomes accustomed to your prices, he returns again to your place because he has become acquainted with you.

The customer once inside the store, the fight is not yet won. Do not allow him to wander by himself around your counters, in search of a clerk to wait upon him. If you do not keep a clerk and you are yourself engaged with another customer, invite him to be seated and excuse yourself for keeping him waiting. Be prompt to serve him—he may be in a hurry—and your slowness and indifference may irritate him.

Never impose your own taste upon the customer. Leave him free to exercise his own appreciations, do not harass him with solicitations with a view of selling him one kind of article in preference to another; when he asks for a certain article, specifying the size or the shape or the brand, do not say, "That is not made any more," or "That is no longer the fashion," or "I have something cheaper," for you will thus imply an ignorance or vulgarity on his part which will be far from pleasing to him.

Adopt a fixed price for your goods, so as to avoid the necessity of bargaining with your customer like the market-keepers,

Exhibit to all an equal courtesy, no matter what the character of the individual or the extent of his purchase. The customer who spends but fifty cents to-day may, to-morrow, be a purchaser to the amount of a hundred dollars.

When the article asked for is not in your stock express your regret and hope that you may be more fortunate another time. Do not display any bad temper over your disability; remain courteous and smiling.

Your customer must not go out of your store with a bad impression, or he will not return.

And finally remember, as the Furniture World aptly says, that while there is nothing complicated about all this, yet it is not so easy as might at first blush appear. To become accustomed to it, it is necessary sometimes—perhaps often—to do violence to one's own feelings, to be polite to disagreeable people, pleasant with grumblers, patient with the undecided, agreeable and in good humor with everybody. Once the habit is formed, everything will go easily.

Failures in commercial enterprises are due frequently to the neglect to know accurately the cost of the articles sold—take notice that the word "sold" is used and not "bought," for in the latter case the cost is represented simply by the price paid, whereas to know what they cost after they have passed over the counter is a more intricate matter, and one the neglect of which has spelt failure for many a retailer who, enthusiastic to give his customers the best value possible, overlooked that it cost him his success.

Every merchant should know the exact cost to him of each individual article he sells and the lowest price he can afford to sell it for with a fair margin of profit, says Business Helps, of London.

In the manufacturing branches of almost every industry the cost is compared on every unit produced. For instance, in a factory conducted in a systematic manner on good business principles, the cost of production of each single article is known, and while, of course, the margin of profit on one is very small, where many are turned out, each at some profit, the aggregate represent a profit on the entire business that is commensurate with the capital involved.

As the manufacturer figures his profit on each single article produced, it will be advisable for the retailer to do likewise. Of course, the retailer, with his comparatively small volume of business, must have a larger percentage of profit than does the producer, but the principle is the same—the difference and very often the only difference between the success and failure of a business is an accurate comprehension of the cost of conducting it.

Retailers generally know in a general way the amount of hire, rent, lighting, etc., but as a rule the real cost of the business, with all the main items and incidentals, is not well understood. Consequently the business is conducted in a more or less haphazard manner, articles of certain grades being sold at standard prices, and if there is a balance on the right side at the end of the year the merchant considers that he has "had a good year."

The profit to be made on each article will depend altogether upon the volume of business, and it is suggested that for setting a standard retailers should use the preceding year's total sales as a basis for calculation.

A stream of opportunities is constantly going by. Pick out the ones you can use and nab them.

He who would be a judge of men must be able to withhold judgment until certainty takes the place of assumption.

All work and no play makes Jack a dull boy, and a dull boy will sell very few goods and make no satisfied customers.

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

A good many employers seem to forget that the clerk has the same right to want a desirable boss as they have to want desirable help.





**I**NTEREST in the Gillette Safety Razor is greater than ever since the introduction of the New Process Gillette Blades.

This New Process Blade is the keenest shaving edge ever devised by the skill of man—a new steel, made to special formula. It takes an edge so sharp, a temper so hard and tough that no cutting implement has ever been known to compare with it.

These blades are packed in handsome nickel-plated boxes, hermetically sealed, sanitary, damp-proof,

anti-rust and antiseptic—unaffected by a sea voyage or any climate.

There is no razor like the GILLETTE: no handle, no blade like it.

It is the one "safety" razor that is safe—cannot cut the face. It is the only razor that can be adjusted for a light or a close shave.

Any man can give himself a clean, comfortable shave with the Gillette Safety Razor—despite tough beard or tender skin. No stropping; no honing.

The Gillette Safety Razor is easier to sell than any other. It is the only razor backed by broad national advertising.

Men believe in the GILLETTE. Two million satisfied users are talking about it. The GILLETTE is the razor that every man wants.

Dealers all over the country are getting a steady income out of the new blades alone.

Our free printed matter and trade helps are at your service.

NEW YORK  
CHICAGO  
MONTREAL

**Gillette Sales Company**

519 Kimball Bldg., Boston

Factories: Boston,  
London, Paris,  
Berlin, Montreal

**Gillette Safety Razor**  
NO STROPPING NO HONING





eruption Mr. Bonine found it necessary to encase his apparatus completely in asbestos, in order that it might escape injury from the great heat, while he himself had to wear a mask and gloves, and was able to remain on the brink of the fiery pit but a few seconds at a time.

WILL J. COOPER.

**THE NEW TARIFF ON POST CARDS.**

Various Post Card Manufacturers Send Statements to Ways and Means Committee on the Question—High Duty Assessed on Quality Rather Than Weight Seems to be the Consensus of Opinion—Some Interesting Suggestions Made in This Connection.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 8, 1909.

Among the various statements received by the Committee on Ways and Means, which recently held sessions in this city for the purpose of getting information on which to base a new tariff bill to be introduced at the Congress immediately following the inauguration of W. H. Taft, a great many were received from American manufacturers of post cards. The following is a synopsis of the demands made by the respective concerns:

The Crescent Embossing Company, of Trenton, N. J., state in brief: "With the return of business prosperity now setting in, the manufacture of post cards, pictures, and calendars in this country can be developed wonderfully if foreign goods are made to pay a reasonable duty. The present duty on post cards is only 5 cents per pound, which is practically nothing on high-priced cards, as it amounts to but about 35 cents to 40 cents per 1,000, and it seems a shame that the post cards representing views of all American cities should be made almost entirely in Germany, as they are at present. We do not feel that the American manufacturers are going out of business if the tariff is not made more protective, but we do feel that a reasonable increase in the tariff, amounting to 25 cents to 35 cents per pound, would result in a wonderful development of the industry in this country."

The Gray Lithograph Company, of New York, also asked for a substantial increase in the duty on post cards, owing to the fact that most of the colored cards were being printed abroad where workmen receive from \$5.00 to \$8.00 a week as compared with \$18.00 to \$25.00 for the same class of work in the United States.

Gartner & Bender, of Chicago, stated "that a rate of 35 cents per pound would be desirable and proper protection for domestic manufacturers."

The Rose Company, of Philadelphia, stated that "During 1907, \$2,600,000 worth of post cards were imported from Germany alone in one year at an average of \$4.00 per thousand. The duty on these cards on a basis of eight pounds at 5 cents per pound or forty cents per thousand, would total \$260,000, with the average cost to the manufacturer at \$4.40 per thousand, or \$2,860,000. If a duty of 50 per cent. were levied and only \$520,000 worth of cards were imported the United States government would receive a revenue fully as large as it did receive during the time specified. It is certain that no matter what duty is levied many cards will be imported on account of the originality of design, the novelty of make-up, or some other attractive feature, and we think the above estimate a fair one."

The following manufacturers of post cards in San Francisco: Edward H. Mitchell, Britton & Rey, Schmidt Lithograph Company, The Union Lithograph Company, Galloway Lithographing Company, William Hagen, Louis Roesch Co., petitioned for a duty of one-fourth of one per cent. on each picture postal card, and stated that at the present time these cards have no distinct classification, the result being that no uniform duty is charged on them at the various ports of entry, adding, "A tax of a fixed amount on each card would be more satisfactory, as it would eliminate all question as to the exact process by which the cards were made, whether printed, lithographed, or made by both processes and would thus make it impossible to deceive inspectors."

The Detroit Publishing Company, of Detroit, Mich., after an extended history of the evolution of the post card industry, claim that in order to give the American manufacturer an equal chance with the foreign manufacturer, it would be necessary to impose a specific tax per card in addition to an ad valorem duty on same as exists in the present tariff on playing cards. They say further, "In that case there is a specific duty per pack of cards plus 20 per cent. In the case of the souvenir mailing card we think there should be a specific duty of not less than one-fourth cent per card (\$2.50 per thousand cards) plus the highest percentage rate applied to other prints of the same medium in any size."

The Lithographers International Protective and Beneficial Association also presented an argument for higher tariff on post cards and other lithographed matter. Letters of similar vein were received from the Chilton Printing Company, Philadelphia; Eugene A. Behr, 29 Mercer street, New York, and J. C. Marble & Son, Mangum, Okla.

Among those who filed briefs in opposition to any increase in tariff rates are V. L. Johnson, of Germantown, who claimed that American post cards were inferior and that the foreign cards were necessary for the retailer to transact a successful business in this country.

**CHILDREN AND PICTURE SONGS.**

A Man With a Family Thinks the Songs Want Censoring, Too.

A man with a family, who has attended more than a thousand moving-picture shows in this city, pointed out the other day that there was one feature of the entertainment which has escaped attention, but which was just as demoralizing to the children as the pictures shown. This feature was the illustrated songs.

"The men who conduct the moving-picture shows," he said, "have always been on the watch to keep the moving pictures clean. The American makers of the pictures will not take any 'plot' for a picture show that portrays crime in any form, or in which vice is triumphant. The French pictures, however, show such scenes.

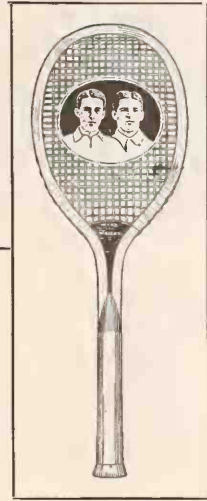
"There has not been such care apparently in the selection of the illustrated songs, which are an important part of the program in that class of amusement places. As the songs are sung the scenes are thrown upon the screen. Some of these songs are highly offensive to good taste, not to say decency, both in the words and in the scenes shown.

"Not long ago I went into a 'show' where there were fifty children. After a harmless and humor-provoking series of moving pictures a young man got up and sang in a cracked voice one of these offensive songs, while equally objectionable pictures were flashed for the entertainment of that juvenile band. The scenes were in a saloon, and showed men and women carousing together. They were offensive to the eye, but the words of the song ought to have attracted the censor to them before ever they were illustrated and sent out to corrupt the young.

"No series of pictures that I have seen have ever been directly indecent. They are watched too carefully for that; but as a matter of fact they furnish a too advanced course of education for very young children."

**PAYS TO MENTION THE PRICE.**

"Whatever you put into your windows, put the price on it," says a well known writer. "To fail to do this is to take about 50 per cent. off the value of the display. The window displays are to make money for you. To do that they must sell the goods; to sell the goods they must have the prices on them. There is no getting around the fact that nine hundred and ninety-nine people in a thousand like to walk into a store and say, 'I'll take that,' without having to ask what it costs and perhaps back down if the price is too high. Men are even more that way than women. It makes the average man feel about seven feet high to be able to buy things that way."



**WRIGHT & DITSON**

**LAWN TENNIS GOODS**

Dealers in Talking Machines who want to add a profitable side line to their business should put in a full line of Wright & Ditson's specialties. There is a splendid margin of profit, particularly on the rackets. The Wright & Ditson Lawn Tennis goods are the best known and are the best.

Our balls are used in all National Championships of the United States Lawn Tennis Association, and all the Champions use the Wright & Ditson rackets.

We supply catalogues free with dealers' imprint.

Correspondence solicited; send for catalogue and prices.

**Wright & Ditson**  
344 Washington St., Boston, Mass.

**BRANCH STORES:**

18 West 30th Street,  
84 Wabash Avenue,  
76 Weybosset Street,  
Harvard Square.

NEW YORK CITY  
CHICAGO, ILL.  
PROVIDENCE, R. I.  
CAMBRIDGE, MASS.





# THE SIDE LINE

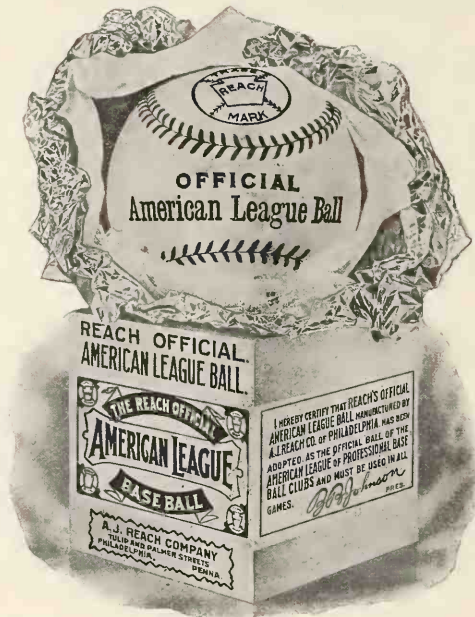
THAT WILL FIT IN WITH YOUR BUSINESS



# REACH



# Base Ball Goods



WRITE AT ONCE FOR ILLUSTRATED CATALOG, IN COLORS, AND FULL INFORMATION WHY IT WILL PAY YOU TO PUT IN A LINE OF THESE GOODS



# A. J. REACH COMPANY

DEPARTMENT A

PHILADELPHIA, PENNA.





**BILLIKEN, GROUCH-DISPELLER.**

One of the Greatest Sellers of the Day—It Forces Joy Into the Home of Its Possessor.

Once in a blue moon some super-enterprising genius hits upon some little, simple, really ridiculous thing, which, by a freak of fate, or fortune, or perhaps just plain, ordinary, bull-headed luck, makes a hit which is the only original "loud noise."

Not often, however, does it happen that anything produces the stir and elicits the instant interest that have been occasioned by "Billiken," a grinning, hideous, atrociously mirth provoking little pseudo-Japanese image, red of hair and expansive of countenance, and though ugly enough in all conscience to startle a Hindu idol-worshipper, withal so ludicrous as to provoke a smile from the most confirmed old grouch who ever looked a pepsin tablet in the face.

Of all psychology, that governing our superstitions is perhaps the least understood. Omens, signs, and mascots seem to appeal alike to the ignorant and the educated, the young and the old.

Billiken is a mascot, the "God-of-things-as-they-ought-to-be," and maybe that has much to do with



his popularity. However, be the cause what it may, the fact remains that he has achieved a degree of publicity wonderful to contemplate.

Billiken songs, Billiken cartoons, stories of Billiken—Billiken in humorous vein and Billiken as the leading exponent of the Gospel of Good—Billiken in the library, the office, the department store or the railroad train. Billiken sleeping, waking, sober, drunk, industrious, lazy, but Billiken, Billiken, Billiken, as much in evidence as the mosquitoes in Jersey or the culture in Boston.

The press has accorded him his full share of space. He has been discussed at great length, and from every standpoint. Now, it being held that he encourages idolatry, anon, that he promotes Christian feelings, and so on through every possible phase and aspect of the subject, with the same earnestness, for the most part, as would be accorded to an international peace congress or the age of Ann.

In short, Billiken seems to be the season's only original I-T, IT, and to have "arrived with both feet."

He may be had either seated upon his ivory throne or without it, in sizes from decided miniature up to colossal hugeness, but either way, big or little, he may be depended upon to climb off your shelves with neatness and despatch, not to say alacrity. Why not—he's the epitome of Good Luck?

To be happy one must keep busy. There is no joy in idleness which goes further than rest and becomes one's profession.

**PROFIT IN PHOTOGRAPHIC GOODS.**

Sale of Cameras as a Side Line Means Steady Trade in Supplies—Summer the Best Season—The Possibilities in Handling Such a Line.

The retailer looking for a profitable side line cannot do better than investigate the possibilities of building up a trade in cameras and photographic materials in his particular locality. The leading makes of these goods are kept before the public by means of liberal advertising in the general magazines, and the dealer has only to acquaint his own trade with the fact that he handles such makes to attract business. And the competition is of the cleanest as prices are set by agreement, and it fares ill with the dealer who attempts to sell a camera below the stipulated price. Quality and possibilities therefore constitute the sole selling arguments, price being left out entirely.

Another feature worth noting is that a sale of a camera means necessarily many more sales of plates or films, developing and printing materials and various specialties in connection therewith. Then, too, visitors to the city frequently find it necessary to get fresh plates or films, and especially in summer this transient trade amounts to a considerable figure.

Rather than being an expensive luxury photography is now the amusement of the masses, for with kodaks and cameras selling at from \$1 up, and with which highly satisfactory results can be obtained, there is no one too poor to enjoy the pleasures of the art. And a camera sale today means that the purchaser will be a regular customer next year, and in fact for years to come, thus proving the basis for an established and ever-growing trade.

**PROTEST OVERRULED BY APPRAISERS**

New York Importers Protest Against the Classification of Post Cards Under Paragraph 403—An Interesting Statement as to the Board's Stand in the Matter of Post Card Classification—General Appraiser Fischer's Ruling.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 2, 1909.

Hensel, Buckman & Lorbacher, et al, of New York, lodged a protest with the Board of General Appraisers against the classification of post cards under Paragraph 403, Tariff Act of 1907, relating to printed matter. In over-ruling this protest General Appraiser Fischer said:

"The merchandise consists of a variety of elaborately made private mailing or souvenir post cards, made either wholly of paper of more than one thickness or of paper in single thickness combined with silk, wood, celluloid, etc. \* \* \* The Board has held that articles of similar character to those here in question, manufactured wholly of paper in more than one thickness or of a single thickness, with silk or other material attached thereto, although some incidental printing appeared thereon, were dutiable as manufactures of paper or silk rather than as printed matter. In these cases no new issue is raised, and the exhibits disclose merchandise differing in no essential particular from that considered in G. A. 6,547 (T. D. 27,935).

"There have been other and numerous rulings of the courts and this Board wherein articles of paper, though elaborately printed, have been held to be manufactures of paper against a contention that they were printed matter. As we view the exhibits in these cases now under consideration, we are of the opinion that the printing present on the cards should not in any way affect the status of the articles for purposes of tariff classification. We do not regard the printed matter as forming either a necessary or substantial part of the completed cards, and we think it should not determine the classification of the article of which it forms an immaterial part. The articles are not in the nature of material, ground or surface, upon which certain printing is to be exhibited, but as evidenced by the samples these silk, wood, celluloid, or paper cards are in most part elaborately embossed with designs or lettering, and colored by a spraying process.

"Regarding the printing, then, of secondary importance, these cards must assuredly be relegated to the provisions for manufactures of the various materials used in their construction. Coloring matter applied to a mat or screen does not necessarily cause such articles to become paintings. Lace paper tops, dollies, etc., although the actual quantity of printing on them much exceeds that on these post cards, are not printed matter. Lithographically printed wall pockets made by mounting lithographic prints on cardboard, then cut out and embossed, are not lithographic prints not printed matter, but manufactures of paper. Post cards composed of paper and soft rubber are dutiable as manufactures of paper. The cards passed on were printed cards on paper of single thickness, and were not further manipulated or mounted on another card afterwards.

"We may state here that under the postal laws and regulations it is not necessary to print on these private mailing cards the inscription 'post card.' In most of these exhibits, this inscription printed in different languages appears on a thin sheet of paper which is made to adhere to the embossed and sprayed silk, wood, celluloid, or other more substantial part of the completed article, and the part which is of least value should not govern the more valuable portion. To hold otherwise would permit any article to become printed matter by attaching thereto a sheet of paper on which the inscription 'post card' is printed."

**LOYALTY—AS AN EMPLOYE SEES IT.**

Loyalty in Business Should Not be Confined to Employee—What an Employer Owes His Men.

A well-known manager of a talking machine and sporting goods house in discussing the best method of increasing the efficiency of a force of salesmen said: "I have read hundreds of articles, chiefly written by theorists and heads of large establishments, upon the subject of 'Loyalty,' and, to be frank, about two-thirds of them nauseate me.

"These writers are very enthusiastic in ascribing loyalty as one of the prime requisites of an employe, how it means success and advancement and the appreciation of the powers that be. All very fine sentiments, to be sure, but is loyalty necessarily confined to one side of the business family?

"An employe is expected out of loyalty to make his own interests secondary to those of his employer, but does the employer ever think of the golden rule in that connection. Does he always give careful attention to his employe's interest? Not on your life.

"As a case in point I can cite an instance which occurred in a store not far from New York. A certain salesman had labored hard and faithfully for the house for several years, but when the assistant manager quit he was overlooked and a loud mouthed stranger was taken on to fill the vacant position. It developed that he was mostly bluff and he lasted just six weeks.

"Meanwhile the salesman who had worked quietly rather than boasted of what he could do, got disgusted and secured a better paying and more responsible position with a competing house, where he is making good, quite to the dismay of his former employer.

"How much better it would have been if the salesman had been given credit for having some brains and ability, or in other words, if his employer had been loyal to him all hands would have profited to a considerable extent. You can't tell how fast a horse can trot till you try him, and you can't tell how much a man can do until you give him the opportunity.

"Turn about is fair play and the employer who passes his old men by for outsiders because he is afraid to give them a fair trial under additional responsibility, is certainly not the one to hold up his hands with a pious air and prate about loyalty and what an employe owes to the man who pays him his salary. A salaried man generally exchanges more than the equivalent in work for the salary obtained anyhow."

# PIERCE BICYCLES

## Of Interest to Talking Machine Dealers

Pierce Agents wanted in every city, town and hamlet



reputation, the Pierce name is known everywhere and it is always associated with quality.

Aside from regular bicycle dealers none can handle bicycles to better advantage than the Talking Machine or Sporting Goods trade. Beware of handling a *dead* line, however. You want the best that modern factory methods can produce and a brand that is known to the public. *Pierce* bicycles have always stood out ahead of any other make and they are made better today than ever in the past. As for

Assuredly you wish to *increase the profits* of your business especially when it can be done with little expense or trouble. If you will write us, we will make available to you the *best proposition ever offered to the trade*.

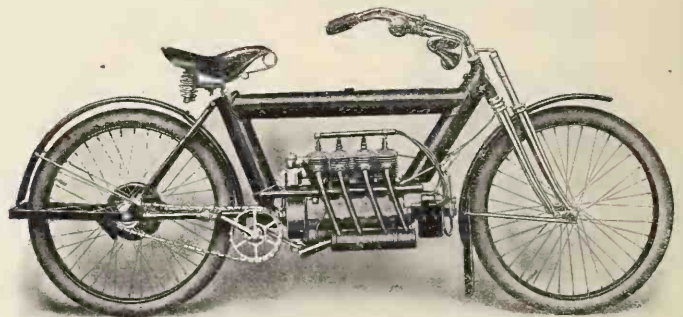
Send for 1909 catalog illustrating cushion frames, racers, roadsters and heavy service models.

## THE PIERCE VIBRATIONLESS MOTORCYCLE

The only machine in the world without separate tanks. The only American made 4-cylinder, shaft drive machine.

The Pierce Vibrationless is in advance of all other motorcycles in many features.

Send for booklet which gives the whole story.



Wherever Talking Machines or Sporting Goods can be sold, there is a market for the four-cylinder Pierce. Not in large centers only, but everywhere the demand exists for this remarkable machine. So many orders have been received up to date, that our 1909 production is all but exhausted. Why sell a bicycle with a motor attached when you can have the agency for the only *real* motorcycle on the market?

### A PROFITABLE COMBINATION

The combined agency of Pierce bicycles and the Motorcycle is a business in itself. Some dealers have no other resource, handling Pierce products exclusively. When you can secure such an asset *as a part of your business*, isn't it worth while to investigate? We shall be glad to quote you a proposition well worth knowing.

## THE PIERCE CYCLE COMPANY

30 Hanover St., Buffalo, N. Y.

Branches: Oakland, Cal., and Denver



## CONDITIONS ARE SETTLED.

Business Prospects Excellent for the Year Says Alfred D. Engelhardt—Says the Sifting Process Has Made Present Conditions Secure.

Alfred D. Engelhardt, resident manager of the firm of F. Engelhardt & Sons, manufacturers of coin-operating pianos, St. Johnsville, New York, remarked:

"I view the business outlook for the new year in a most optimistic manner. It seems to me that trade in all lines must profit materially as a result of settled conditions. Certainly, there is no year that I can recall when we have started out with brighter prospects ahead, and I



ALFRED D. ENGELHARDT.

believe that we are going to have four years of unprecedented prosperity.

"There has been a good deal of a sifting process during the past twelve or fifteen months, and the country to-day is in a position to justify the most sanguine expectations as to business for the new year.

"I am confident that dealers in every line of business will feel the inspiring effect of better conditions. We are running our big factories on full time, and we have a good many advance orders. We are manufacturing a line of instruments which to my mind can be handled with profit by wide-awake merchants in those sections of the country where we are not already represented.

"It seems to me that the more side lines that dealers handle the better their prospects for trade will be. They have more than one string to their bow, so to speak, and when sales stop in one particular line they can place emphasis on the other lines and thus help out in the money-making powers of the enterprise."

## THE REFLECTOGRAPH.

One of the Novelties Offered by Chas. W. Mayer of Interest to Dealers Handling Side-Lines—Adds to the Value of the Post Card Collection and Helps Sales.

Talking machine men will find a number of interesting offers in the announcement of Charles W. Mayer, of Rochester, N. Y., which appears on an adjoining page in this section. This enterprising man has by the excellence of his product built up an extensive trade in all parts of the world, and to-day is the largest manufacturer of post cards racks in the United States. The success of a post card department to a large degree depends on the manner in which the cards are displayed. There are good racks and there are decidedly poor racks and anyone desiring the best cannot go wrong by going to headquarters for the goods.

The Reflectograph is one of this firm's latter productions, and is certainly making a record for itself. This machine is not only a quick selling novelty in itself, but its sale greatly stimulates the demand for post cards. It is an ideal side line for talking machine firms, as through its use in connection with the talking machine, illustrated songs are made possible in every home.

## FILM SERVICE ASSOCIATION MEET

At Hotel Imperial on January 9—Leading Manufacturers Organize the Motion Picture Patents Co.—To Discontinue Sale of Films Outright and Keep Control of Patent Rights for Renting Purposes—Details of the New Arrangement—Hoped to do Away With the Constant Litigation.

At the meeting of the Film Service Association, in which practically every State in the Union was represented, at the Hotel Imperial, January 9, the organization of the Motion Picture Patents Co. was ratified. The sale of films outright, hitherto the practice, will be abandoned, but the manufacturers in the foregoing company, who include the largest and leading concerns, have agreed to license renting exchanges that acknowledge the patent rights above set forth. An average royalty of \$2 a week is to be paid for the privilege of each machine used, to be collected by the company. There are between 9,000 and 12,000 film exchanges in the country, and the granting of future license is to be entirely in the hands of the Motion Picture Patents Co.

The following officers of the Film Service Association were elected for the ensuing term: William Swanson, of Chicago, president; Carl Laemle, of Chicago, vice-president; Herbert Miles, of New York, secretary; Robert Lieber, of Indianapolis, treasurer. The executive committee includes: A. G. Gillingham, of Grand Rapids, Mich.; William F. Steiner and William F. Fox, of New York. The association's offices will be at 10 Fifth avenue, New York.

In response to an inquiry of The World, Frank L. Dyer, president of the National Phonograph Co., Orange, N. J., furnished the subjoined facts concerning the new arrangement of the principal factors of the motion picture manufacturing interests in America:

"All of the patents known by experts and authorities to have an important bearing on the manufacture of motion pictures and projecting machines have been purchased by a new concern, incorporated as the Motion Picture Patents Co., of which the following are the officers: President, Frank L. Dyer; vice-president, H. N. Marvin; treasurer, J. J. Kennedy; secretary, George F. Scull. It will be noted that the president and secretary are connected with the Edison Mfg. Co., while the vice-president and treasurer are from the American Mutoscope & Biograph Co. The capital of the new company is not announced, but its purpose is known to be the general betterment of the entire business from the manufacturer to the exhibitor.

"The licensees of the Motion Picture Patents Co. are as follows: Edison Mfg. Co., American Mutoscope & Biograph Co., Pathé Frères, George Melies Co. and the Vitagraph Co., of America, all of New York; Kalem Co., Inc., Essanay Co., Selig Polyscope Co. and the Kleine Optical Co., of Chicago; Lubin Mfg. Co., of Philadelphia, Pa. Motion pictures manufactured under the license of the Motion Picture Patents Co. will be leased, and not sold, and will be subject to return to the various manufacturers at stated intervals.

"Licensed motion pictures will be leased for use only on projecting machines which are also licensed by the Motion Picture Patents Co. There will be a nominal license fee to be paid by each exhibitor and the funds thus raised will be used in promoting the best interests of the business. None of the officers of the Motion Picture Patents Co. are salaried.

"It is hoped by this movement to do away with the vexatious litigation which has long harassed the business, to guarantee to the renters and exhibitors a sufficient quantity of the best American and foreign films and to prevent the demoralized state of affairs which now prevails abroad, where no organization exists. All the licensees of the new Patents Co. must compete for the business of the country on their own merits. All of the licensees are manufacturers except George Kleine, Kleine Optical Co., who, as is well known, is the American representative of several of the best known and most meri-

torious of the foreign manufacturers. No increase in price of films is contemplated.

"Among the prominent patents which have been purchased—in addition to those of the Edison Co., and the Biograph Co.—may be mentioned the Armat patents, which are said to control projecting machines; the Jenkins patents, the Pross patents, the Vitagraph patents and the Campbell patent. The new license agreement went into effect January 1, 1909."

## ROLLER SKATE POPULARITY

Grows With the Years—A Profitable Side Line for Progressive Dealers—Some Facts in This Connection of Interest to Readers.

The history of roller skating dates back to about 1880, at which time there was a very decided fad in this sport developed, which lasted until about 1886. At this time the skates were used in rinks exclusively. From 1886 to about 1900 there was very little roller skating done. About this time, however, the skates began to be used by children on the sidewalks and asphalt streets in the large cities where asphalt pavements were laid to a considerable extent, and with the adoption of the asphalt pavement and better sidewalks in smaller towns, the skate has come into universal use.

The general popularity of skating on sidewalks grew to such an extent that about 1903 the roller skating rink again made its appearance, and rinks were opened in almost every town with a population of five thousand or more in the United States. A great many of these rinks are still running and are very popular.

The rink roller skating does not, however, affect the sidewalk skating in any way, for the reason that most of the skating done on sidewalks is by smaller children who would not patronize the rinks.

The improvement in roller skates during the last thirty years has been very great, and skates may be divided into four general classes, i. e., skates which are made particularly for use in rinks, and which are kept for rent. These are heavy strong skates; the extension pattern fitted with ball bearings, and designed for use of private owners who wish their own skates for use in the rinks; extension pattern skates with plain bearings, to be used by children on sidewalks and very small extension pattern skates with plain bearings to be used by smaller children.

The Union Hardware Co., of Torrington, Conn., incorporated in 1864, are among the largest manufacturers of these goods. For dealers contemplating adding this line, this company's special assortment of 100 pairs of best selling skates for \$100, is worthy of attention; it consists of 20 pairs No. 2280, 5 pairs No. 2380, 16 pairs No. 11 steel, 30 pairs No. 12 steel, 11 pairs No. 5 steel, and 18 pairs No. 6 steel. The Union Hardware Co. will be very glad indeed to furnish information concerning roller skates as a side line upon receipt of request from jobbers or dealers.

## KNOW YOUR GOODS.

It makes not the least difference in the world whether or not you are selling tin pans or pianos, if you do not know the goods, you cannot sell them successfully.

Upon the arrival of a shipment at your store, every new article should be gone over critically and its advantages, or attractions, for the consumer carefully noted.

And the salespeople should be made to understand how to use these talking points to the best selling advantage.

You cannot expect people to buy your wares unless they are shown why they should buy them.

It is not enough that you should merely satisfy demands—you must create them.

You will sell more goods, and you will sell them at a greater profit, when everyone in your store thoroughly knows the things you offer for sale.



# A MOST PROFITABLE SIDE LINE



**THE MAYER REFLECTOGRAPH**

THE MOST NOVEL,  
AMUSING, FASCINATING,  
ENTERTAINING AND  
INSTRUCTIVE PROJECTING  
DEVICE FOR YOUNG AND  
OLD THAT HAS EVER BEEN  
PLACED BEFORE THE PUBLIC!

## WHAT IT WILL DO!

### JUST THINK!

You can take an ordinary picture post card, a photograph, or any opaque picture; place it in the "REFLECTOGRAPH" and the picture will be reproduced, life-size, with all the colorings of the original, on a sheet from 6 to 8 feet square. While it will do anything and more than a magic lantern will, it does away with the inconvenient and expensive glass slides. The cost is within the reach of the most humble. An evening entertainment can be given in any home by showing a collection of post cards and photographs through the "REFLECTOGRAPH." This magnificent device is made for use of either Acetylene, Gas or Electricity. It is perfectly safe for use in any home, and so easy to operate that a child can manipulate it.

**DESCRIPTION:** Height, 15 inches; Length, 13 inches. Made of Heavy Tin Plate and Steel. Finished in Black Enamel with Gold Panels.

**BEST TIGER'S EYE LENSES**

**PRICES:** Acetylene, \$4.00; Gas, \$4.00; Electricity, \$4.00  
Complete ready to run



Packed Separately In Strong Wooden Box

Agencies Wanted in All Countries :: Liberal Discount to the Trade

## 17 Styles Post Card Display Racks at Lowest Prices

LARGEST OUTPUT IN THE UNITED STATES

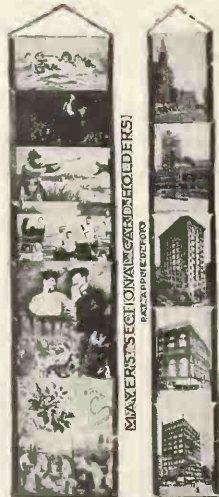
### MAYER'S REVOLVING CARD RACK THE ONLY COLLAPSIBLE RACK OF THIS DESCRIPTION MADE HAS 50 POCKETS—HOLDS 1,500 CARDS

Height, 28 inches. Width, 11 inches. Packed in box K. H., 4x6x24; weight, 9 pounds.

This rack is a winner with both dealers and jobbers, and ships in one-third the amount of space as formerly, has specially improved outer arm supports, which prevent arms from becoming broken. Is also fitted with handsome top frame and heavy sectional cast-iron base, which insures steadiness.

### MAYER'S SECTIONAL CARD HOLDERS

are the only single pocket holders that frame the cards and lock together. They are being universally used by card



collectors for home use. Dealers find them superior to all other makes because they are mechanically correct; finely finished and can be hung to cover any amount of space.

**THEY WILL NOT UNLOCK WHEN CARDS ARE REMOVED**

Each section holds 40 cards, made of one piece steel plate and finished in baked enamel.

Packed 100 in a strong paste-board box. Ten boxes to a crate.



### THE "ROCHESTER" OAK FRAME

Height, 85 inches. Width, 28 inches. Depth, 12 inches. Weight, 20 pounds.

**The Best Rack Made. Shows an Unobstructed View of the Entire Cards at a Glance and will Triple your Sales.**

This rack displays 50 views, holding about 4,000 cards; made of heavy tin plate and steel and braced with oak supports; finished in black Japan and varnished. The "Rochester" is constructed to fold up when used for out-door show, summer resorts and exhibitions, and can be easily carried, holding stock intact. This rack is purposely designed to stand back to back, side by side, hung from the wall and in most any conceivable position to fit the space you have to spare.

FOR FURTHER PARTICULARS ADDRESS

**CHARLES W. MAYER, 10-12 FURNACE STREET ROCHESTER, N.Y., U.S.A.**



## HAVE WON WORLD-WIDE FAME.

Goods Made by the A. J. Reach Co. Highly Esteemed for Their Excellent Qualities.

The A. J. Reach Co., of Philadelphia, are up to their ears in orders for the coming season. This well-known house have built for themselves a world-wide reputation, making their trade-mark a household word and their product a necessity



THE MAN BEHIND THE REACH GOODS.

to every devotee of the national sport. The Reach agency is worth a whole lot in your town and will mark you at once as an up-to-date and high-class store. They have some territory still open on a jobbing basis. Write early and don't lose this golden opportunity.

## SELLING IN BYGONE DAYS.

Methods Adopted by Some of the Old Time Knights of the Grip Who in Their Peregrinations Used to Entertain a Whole Town—The Entertainment Feature Cut Out Nowadays.

"A salesman's life used to be a march of triumph compared to his existence nowadays," said the veteran specialty drummer to a little group of the fraternity gathered on the porch of an up-country hotel one night last week.

"I feel myself growing of less and less importance each year, as I make my trips and find that instead of the happy-go-lucky spendthrift of twenty-five years ago, whose entrance into a town was the signal to the storekeeper for a gala night at the village hotel (says August Carleton in *The Traveling Man*), I am hustling for trade day after day, and having each expense item scrutinized by a member of the firm. It galls me to have to make out an itemized expense account. My territory used to cover fifteen states, and sometimes visits were a year apart. Those were the times when a drummer could have his samples shipped to a hotel and invite the trade of the town in his line to come and inspect his wares. While the storekeepers were partaking of the best the house afforded at my expense, I could play the part of genial host, and when the conviviality was at its height, land every one of them for good sized orders. Not in these times, gentlemen, not much! Catch any storekeeper now putting himself to the trouble of calling at a hotel to inspect samples! If the salesman's case be as large as a Saratoga trunk it must be carried to the store, and every means and argument used to persuade the buyer to give an insignificant order. Another thing is making the trade more independent of the traveling salesman.

"Twenty-five years ago most of the drummers started from New York, Philadelphia or Boston. Now every town of importance has its wholesale house, and their representatives reach every village and hamlet at regular intervals. This waiting on the storekeepers has completely turned their heads, and instead of looking forward to a salesman's visit with a general line and reserving orders for him, a dozen traveling men a day are soliciting their orders on each individual specialty.

"No such prices, either, as we used to get, boys," continued the veteran, lighting a fresh cigar. "Why, if trade was good, my house could simply smile at an expense account that included

theater parties, big dinners for a dozen, and a good time with storekeepers, where wine flowed like water, and Havanas went by the box. But now a little extra car fare, or livery hire, brings a sharp letter to curtail expenses. There used to be some pretty tall hustling when two of us in the same line struck a town at the same time. Then it was a question of entertaining and spending money to see who would get the orders. Those countrymen knew how to take all they could get. I remember one occasion when a rival drummer from a Boston house landed about the same time I did in an Eastern Pennsylvania town. There were about a dozen good stores in the locality and it was nip and tuck who won the palm. We both handled sundries of a similar grade and such talk as you fellows use about quality, advertising and World's Fair premiums did not cut any figure then. Get the storekeeper pat and the order followed. The Boston man opened the ball with a dinner and big time at the local hotel, and I followed with a stage ride and clam-bake next night. Still no orders. The Boston man made gifts of fancy pictures to the storekeepers' wives and promised some elaborate fixtures to the men for their stores. This nearly swamped me, but salvation came in the shape of the annual visit of the circus to town. I took the whole crowd, men, women and children, to the show. Dan Rice was the clown, I think. By an exchange of some of Uncle Sam's greenbacks, I induced him while in the ring to crack a few jokes on the Boston man's goods and root for mine. The storekeepers caught on and guyed the other fellow terribly. He was in the tent and looked sick as a wet cat. After the show they crowded around me like a flock of chickens. I filled the women and children with popcorn and red lemonade and bundled them off home. What a night I put in with those storekeepers at the hotel. When they were full of fire water and enthusiasm I commenced taking orders. A week later, before they were hardly over the effects of that racket, a solid carload of our goods was sidetracked at their nearest shipping depot. The firm nearly had a fit over the expense account, but with the order they were somewhat pacified. Now, compare those methods with those of to-day, and you will know why I feel a common, every day peddler. I arrive in town, take my grip and respectfully enter a store and even more humbly ask for an audience. Like a king the shopkeeper curtly informs me that his stock is amply supplied. If he does need anything in my line the orders are generally trifling and the price is so low that the margin of profit amounts to nothing. Each one of you boys sell some specialty that I used to carry in a general line. If I should mention a dinner or even a cigar to some prospective buyer nowadays my cause is doomed. "No bribery here, sir!" is hurled at me. There is not the ghost of a show getting any better prices such as we used to. Local salesmen keep the buyer posted, while price lists from all over the country are received in the mail."

## THE FIGURES TELL THE STORY.

While somewhat startling, the announcement of the Card Printer Co. in this issue, is based on fact. The figures having been compiled from records kept of these machines during the past two years, while in actual use, supplying as it does a universal necessity. The Card Printer is one of the biggest money-makers ever brought out in the slot machine industry, and, unlike the novelty devices, its attraction for the public is a permanent one. Talking machine men everywhere should write them at once.

## MOVING PICTURE POSSIBILITIES.

Mr. Edison is experimenting with cinematograph films in color, but has not yet been able to overcome the difficulty of photographing red, and it cannot be done instantaneously. He is completing his simultaneous cinematograph and phonograph, and says that he finds no difficulty in making figures and voices act at the same

moment, but there is difficulty in the perfection of the illusion. If the speaking apparatus is too close to the moving picture the effect of the voice is artificial. At present he is obliged to remove the phonograph some 100 feet behind the cinematograph.

The difficulty will be overcome, and Mr. Edison believes that in a few years every village in the world will be provided with its own cinematograph-phonograph theater, and this will be one means by which, Mr. Edison says, in combination with cheap houses and cheap transport, in the study of which Mr. Edison is also engaged, the great towns will be broken up and the population scattered back to the land.

## J. CHAS. GROSHUT

Now Affiliated With the Manufacturers' Outlet Co.—J. S. Meng Becomes a Director.

J. Charles Groshut, for many years secretary of the Edwin A. Denham Co., has been elected secretary and treasurer of the well-known firm of the Manufacturers' Outlet Co., 271 Broadway, New York, of which W. L. Eckhardt is president, and he will devote his energies toward the further advancement of the firm in general.

J. S. Meng, head of the well-known banking establishment of Henry Bishoff & Co., has also been elected a director of the Manufacturers' Outlet Co.

This firm, having grown with such leaps and bounds during the past six months, will, at a very early date, move into more commodious quarters, which are now being fitted for their requirements.

The Manufacturers' Outlet Co. are selling agents for The Acetograph, Cremona Pianos, Peerless Talking Machines, Rossmassler-Bonine Electric Motors, etc., besides being manufacturers of the well-known Peerless Suction Cleaners.

## A SELLING SYSTEM.

Kohler & Campbell Have a Selling Plan Which Will Interest Dealers.

Talking machine dealers who are looking for widening business possibilities will do well to examine the announcement made by Kohler & Campbell, the well-known piano manufacturers of New York. They have a piano selling system which is meeting with wonderful success in trade building in various parts of the country.

The regular representatives of this concern have expressed great enthusiasm over the possibilities of this plan, and it would be a capital idea for talking machine men to address a communication to this company requesting special information as to how this plan will work with talking machine dealers who are contemplating taking on pianos.

## AN OFFER WORTH CONSIDERING.

The American News Co., of this city, are making a special offer to this trade in their advertisement which appears on the inside front cover of this section, which will be of interest to all talking machine firms looking for live side lines. Beside being the largest publishers of view cards in North America, this company are direct agents for all the leading publishers in the world. Their stock includes every known card of merit, and buying as they do, in enormous quantities, they can quote rock bottom prices on all lines. Our readers should not fail to send for their complete catalog and vital hints on the successful handling of these goods.

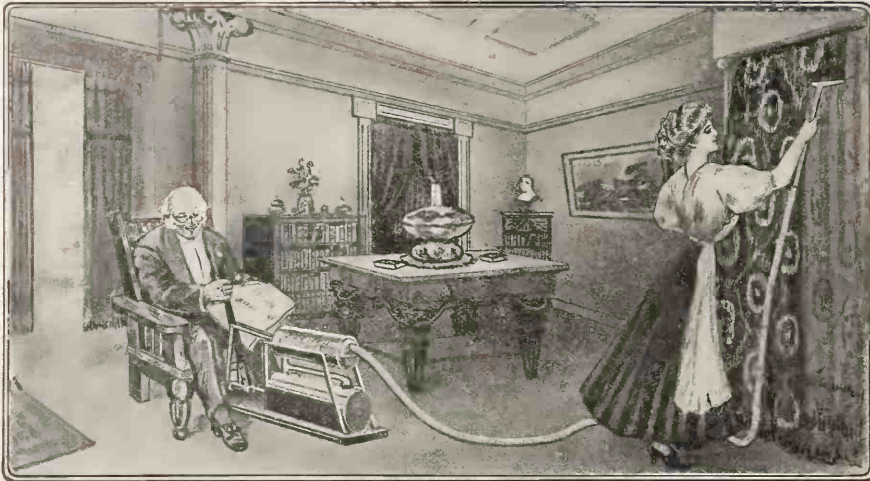
There is displayed in front of a concern in Murray street, New York, the following sign: "If you don't buy here, we both lose money."

It takes a live fish to swim up stream. Any old lobster can float down.

Salesmanship is the fine art of knowing a thing thoroughly and telling about it intelligently.



# WE WANT LIVE FIRMS EVERYWHERE PEERLESS SUCTION CLEANER



A Line Which Offers  
Is a Necessity

A Line On Which There is  
Except Price Maintenance

## THE PEERLESS SUCTION CLEANER IS THE IDEAL MACHINE FOR HOME USE

A house cleaned every day with a broom is never clean, as the dirt rises to settle again. A weekly cleaning with the **Peerless** by the suction process is more effective and surely more healthful.

Brooms, brushes and carpet sweepers are harmful in their effect on rugs, carpets and draperies. **The Peerless renews their life and color.**

It is difficult to use brooms and sweepers without much moving of furniture. The **Peerless** floor tools can be used under and behind all heavy pieces without moving them. Daily or weekly cleaning by the ordinary method does not save the semi-annual house cleaning, with rugs, carpets and draperies removed for their usual "whipping." **With the Peerless, semi-annual cleanings are unknown.**

Dirty carpets and rugs breed vermin, germs, odor and disease.

Brushes, brooms and sweepers force a part of the dirt further in—the **Peerless takes it out.**

Brushes, brooms and sweepers distribute a part of the dirt over the furniture and draperies, also through the air you breathe. **The Peerless removes it entirely.**

With brushes, brooms and sweepers the same dirt is handled repeatedly. **With the Peerless the dirt is handled but once.**

Dirt may be present although hidden in the fabric of your rugs and carpets. The **Peerless Cleaner cleans the fabric.** It is not superficial but goes to the bottom.

Cracks and crevices impossible of access with brooms, brushes and carpet sweepers are easily cleaned with the **Peerless** which removes all roaches, bugs and germs concealed.

In the store and office as well as in the home the **Peerless Suction Cleaner** is a great time, labor and money saver. Talking machine men will find it of especial value in keeping their stock clean and salable.

**Peerless** Cleaners are easily carried from room to room and every machine is guaranteed against defects in material or workmanship.

### SPECIFICATIONS :

**MODEL A**—Hand power with 9 feet special suction hose and Sectional floor tool, \$15.00

**MODEL B**—Horizontal stroke, 12 feet special suction hose and Sectional floor tool, \$25.00



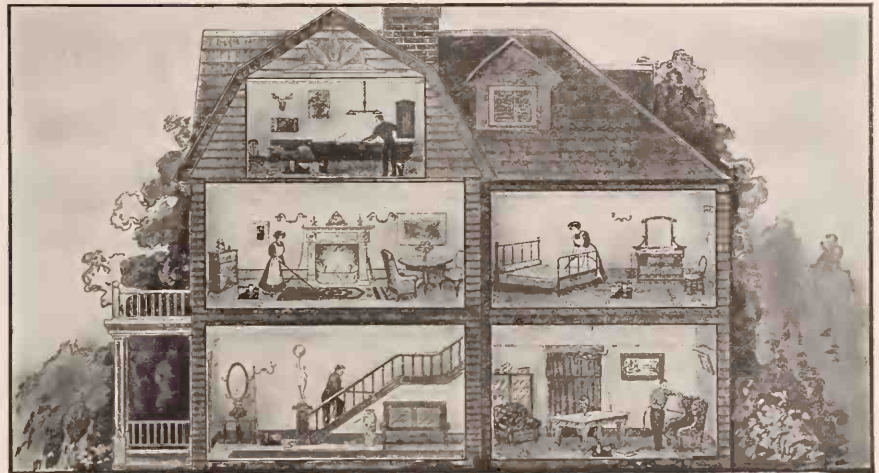
Manufacture  
Company

271 BROADWAY



# AS EXCLUSIVE AGENTS FOR OUR ON CLEANERS

Large Profits and  
every Home  
No Restrictions  
and No Competition



## THE PEERLESS SUCTION CLEANER AGENCY

THE IDEAL SIDE LINE

The talking machine business is one that depends to a large degree for its custom on the women folk—they are the purchasers.

Here is something that will appeal to each and every one of them, and what is more, on their most susceptible side, that of the Home and its proper management.

No one so fully realizes the immense amount of worry and care necessary to keep a home in a clean, bright and cheery condition, and anything that will not only give better satisfaction but will also decrease the work 75 per cent. will be greeted with spontaneous approval.

**Handle the Peerless Suction Cleaner and Every House-keeper in Your City or Town will Advertise it For You.**

Easy to demonstrate and occupying but little floor space they make an ideal side line.

We Want You, Mr. Talking Machine Jobber or Dealer, to investigate this exceptional opportunity to broaden out and increase your earning capacity; we don't ask you to take our word about the Peerless, order a sample of each, electric and hand machine—test them thoroughly in your store, your office or your house, and when you are convinced of their utility and salability—write us concerning exclusive territorial rights and special discounts to agents.



### SPECIFICATIONS :

**MODEL C**—Electric motor for use with direct current, 12 feet special suction hose, 20 feet special insulated wire cord and plug, and Sectional floor tool - - \$55.00

**MODEL D**—Same as Model C, except equipped with motor for alternating electric current, \$65.00

ers Outlet  
ny  
NEW YORK

**SELLING POST CARDS FROM RACKS.**

Customers Like to Wait on Themselves When Choosing Cards and Take Plenty of Time—Very Small Loss from Theft—How the Automatic Selling Idea Would Apply to Other Lines—A Suggestion Worth Considering.

Yesterday I was strolling through a big department store and saw something new. Down the center aisle were four very large revolving cases filled with souvenir post cards. On the top of each case was this sign: "Post cards, 1 cent; pay cashier."

Between the two center cases in this row was the cashier's desk.

Customers were swarming around the cases, and when one had chosen the cards he desired, he handed them to the cashier. She counted them and took the change.

No one paid attention to the selling of the cards, and the first thing the average merchant would ask is: "My! Wouldn't the people steal a lot?"

I don't know.

I know that that cashier had no time to watch for possible thieves, and I know that that firm had this system of selling postals figured down to a profitable basis.

If they didn't they wouldn't have done it that way.

The last time I was in that store they sold their post cards like any other merchandise—from behind the counter, with clerks to do the selling and wrappers to wrap them up and a cash carrier system to attend to the balance, says the Tramp in The Dry Goods Reporter.

I talked to a floorwalker, and he said they sold ten times as many cards as formerly and he thought it was because they let people pick them alone, so they would feel at liberty to take all the time to it they cared to. He thought that when clerks were in attendance on the sale of penny articles that the customers felt that they were taking up too much of the clerk's time for such small sales, and consequently walked away before

buying as many as they would have done should they have been allowed to shop alone.

There is something in the floorwalker's argument, and it strikes me that the same could be done with many lines of low-price notions throughout the store.

The price need not be a penny for each article; let it run up to 5 cents, say.

Call it "Our Penny Counter." No article on this counter for more than 5 cents. Make your selections and pay the cashier.

Lay off this counter in square bins and fill each bin with goods at one price for choice, and have a price-ticket on each bin.

Have a girl to take in change and keep the stock in order and be pleasant.

But don't let her attend any customer who is shopping.

Let the goods and prices sell themselves.

You could fix up a whole of a counter of this kind right from your present stock.

You can pick goods for this purpose out of your home goods, hosiery, jewelry, neckwear, ribbons, ruching, laces, handkerchiefs and hundreds of items from the notion counter.

If it worked well you could get busy buying goods a purpose for it.

Would it work?

I don't know.

This is just a theory of mine. Maybe you can add to it.

Everything that ever did work was a theory first.

**DEMAND FOR DRUMS AND TRAPS**

Created by the Moving Picture Show—How the Drummer Helps the Pictures.

(Special to The Talking Machine World.)

Chicago, Ill., Jan. 10, 1909.

The moving picture business in its latest development is creating an immense demand for drums and traps. When the five cent theatres first began to blossom in Chicago, their musical equipment consisted, as a rule, of an electric

piano, which kept things stirred up during the intermission, and a talking machine which did the illustrated song stunt. As competition increased singers were employed to accompany the song slides, and this required, of course, a real piano and a real pianist. The next step adopted by one or two of the big down town shows was an orchestra of four or five pieces. This proved too expensive, however, and it was reduced to piano and drum. This equipment furnishes plenty of noise and the drummer can imitate the various rough house stunts depicted by the films, such as collapse of a building, the tumble of a hero from the seventh story window, etc. The patter of a horse's hoofs as the steed bears its rider to the rescue of the villain-persued heroine, the merry shuffling of the feet of the southern nigger in a plantation break-down, the squeak of a pig as he wobbles away from a murderous-looking farmer's wife, all give the over-worked drummer additional labor for the same money and create a demand for traps. "Almost every new film brings the moving picture people skirmishing over here for additional auxiliaries for the drum man," said a salesman for a small goods house this week. "Practically all the shows are using the drummer as the principal part of their equipment now and he keeps us wiring east to keep up with the demand."

**POSITIVENESS IN CHARACTER.**

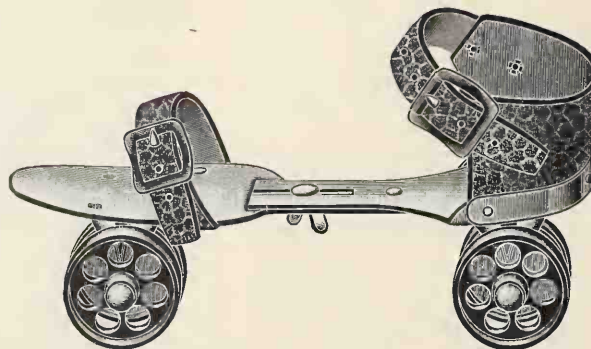
We should all endeavor to acquire a positiveness and strength of character so that those with whom we come in contact will feel an enlightening and encouraging influence. There are many human beings in this wide world who need a sustaining and agreeable personality cast about them in order to develop into charming men and women.

Said an old merchant to his son: "When you are tempted to write a letter on impulse, write it. Make it as hot as you can. But don't mail it until the next day. Nine times out of ten you won't mail it at all."

# ROLLER SKATES

## USED EVERYWHERE

We manufacture a full line for RINK USE and for SIDEWALK USE, with Wood, Steel and Hemacite Rollers.



An Ideal Side  
Line

Catalogue sent on  
application.

Union Hardware Co., Torrington, Conn.,  
U. S. A.



## MOVING PICTURE MANUFACTURERS' VIEWS ON TARIFF

Present Interesting Statement Before Ways and Means Committee Describing the Method of Production and the Growth and Importance of the Industry—Those Who Control the Production—80 Per Cent. of Films Used Are Made in This Country—The Present Duty and Its Uncertainty—Duty of 45 Per Cent. Ad Valorem Asked For.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 4, 1909.

At the recent tariff hearings by the committee on Ways and Means, held in this city, the manufacturers of moving pictures presented the following statement regarding duties on moving picture machines:

GENTLEMEN: We, the undersigned, manufacturers of moving pictures, address the committee on behalf of the moving picture manufacturing industry of this country.

Moving pictures are of comparatively recent origin, and at the date of the tariff act in 1897 they were known only to a very limited extent and not considered an important article of commerce. At that time the pictures were usually viewed directly in a coin-operated machine, whereas at the present time they are projected upon screens so as to be simultaneously viewed by hundreds of persons. It is true that to a very limited extent projecting machines were in use in this country in 1897, but such use was practically limited to a few foreign exhibitors and it has not been until very recent years that the industry has developed to an extensive size, although, as is well known, the art was first developed in his country by Mr. Edison a number of years before.

Because of these facts, moving pictures were not specifically provided for in the act of 1897, either as to the machines, which, like the magic lantern, project the pictures on a screen, or as to the pictures themselves, comprising very long strips of celluloid from 1 to 2,000 feet in length, and containing an enormous number of photographs of moving objects.

#### METHOD OF PRODUCTION.

The production of moving pictures is essentially an artistic work, the scenes being acted by trained performers before a moving picture camera containing sensitized negative film and in large studios having most of the accessories of a theater, and it was not unnatural, therefore, that the business should have found its first great development in France.

In recent years, however, the American manufacturers have very materially improved the quality of their output, so that the domestic pictures compare favorably with the best foreign productions.

Having obtained a suitable negative film in the studio, as explained, as many copies or positives are printed therefrom as may be necessary, and these copies or positives are sold by the manufacturers to various rental exchanges, by whom they are rented out from day to day to the many thousand 5-cent theaters or nickelodeons.

#### IMPORTANCE OF INDUSTRY.

At the present time, the business in this country, so far as manufacturing is concerned, is conducted by the following companies:

American Mutoscope and Biograph Co., whose studio is located in New York City, and whose printing and developing plant is located in Hoboken, N. J.; Edison Manufacturing Co., of Orange, N. J., whose studio is located near the Bronx Park, New York, N. Y., and whose developing and manufacturing plant is located at Orange, N. J.; Essanay Co., with a studio and printing and developing plant at Chicago, Ill.; Kalem Co., with a studio and printing and developing plant in New York City; S. Lubin, with a studio and printing and developing plant in Philadelphia; George Melies Co., whose studio is in Montreuil, France, and whose printing and developing plant is in New York City; Pathé Freres, whose studios are located at Paris, Vincennes and Montreuil, France, and whose printing and developing plant is located at Bound Brook, N. J.; Selig Polyscope Co., whose studio and plant are located at Chicago, Ill.; and the Vitagraph Co. of America, whose studio and plant are located near Brooklyn, N. Y.

These concerns comprise practically the entire manufacturing industry in this country, and turn out probably 99 per cent. of the moving pictures of American make. All of these concerns, with the exception of Pathé Freres and the George Melies Co., perform all of their manufacturing operations in this country, their studios being located here and the negatives pictures being manufactured at very great expense. In the case of Pathé Freres and the George Melies Co. the negatives are made in France and are exported into this country and positive prints manufactured from them here, but it is interesting to note that the celluloid films for both negatives and positives made by these companies are the products of the Eastman Kodak Co., of Rochester, N. Y., which supplies a very large part of the films used by foreign manufacturers for their own home consumption and for exportation to the United States.

Up to the past year considerably more than half of the moving pictures used in the United States were imported, but with the removal of the Pathé plant of this country in the summer of 1908 the large importations of films by them were stopped and an equivalent amount added to American manufacture, so that at the present time probably upward of 80 per cent. of the moving pictures used in this country are manufactured here.

The value of the actual investment at the present time in manufacturing plants in this country, excluding patents, trade-marks, and good will, is over \$2,000,000, and between 1,000 and 2,000 employes are actually engaged in making the pictures, but the industry is developing rapidly and will, no doubt, in the future be very much larger.

#### COST OF AMERICAN MANUFACTURE.

At the present time the cost of moving pictures to the American manufacturers is not far from 6 cents per foot, the raw material purchased from the Eastman Kodak Co. costing 3 cents per foot, the cost of printing and developing and fixed charges amounting to about 1 cent per foot, the remaining 2 cents being taken up in the cost of manufacturing the negative. Of course, the cost of making the negative depends very largely upon the subject-matter and, in the case of an outdoor scene, the cost may be very low, and, besides this, the negative cost per foot depends, of course, upon the number of positive prints actually sold, but it is a fair statement to make that the average cost of the negative film per foot is not far from 2 cents. The films which thus cost the American manufacturers about 6 cents per foot are sold in this country for prices ranging from 10 cents per foot down to 5 cents per foot, depending upon the age of the film, the deterioration in value when a film is not sold promptly being such that the manufacturers are compelled, in order to get rid of them, to sell them below cost. In other words, the moving picture manufacturers are compelled to sacrifice their product when it is no longer current, in just the same way that a magazine publisher is unable to obtain the ordinary price for an out-of-date copy of his publication.

#### THE PRESENT DUTY AND ITS UNCERTAINTY.

When moving pictures were first imported into this country, they were classified by the customs authorities under section 17 of the act as "articles of which collodion or any compound of pyroxylin is the component material of chief value, sixty-five cents per pound and twenty-five per centum ad valorem." The specific duty of 65 cents per pound corresponds to substantially 5 per cent. or more on an invoiced value of 6 cents per foot or 1 franc per meter, which is the valuation accepted by the customs authorities in New York. The importers, however, protested against this classification and urged that the films should have been classified under section 453 of the act

as "photographic dry plates or films, twenty-five per centum ad valorem." The matter of the 65 cents per pound specific duty was therefore protested, and these protests have recently been argued, we understand, by the importers before the Board of General Appraisers, of New York, who have not yet decided the question. If this specific duty is remitted by the customs authorities, the films under the present tariff act will be subject only to a duty of 25 per cent. ad valorem. A duty corresponding to that levied by the customs authorities under section 17 of the act (25 per cent ad valorem and 65 cents per pound) amounting in the aggregate to 30 per cent. ad valorem is necessary, as we shall show, if this industry is to develop in the face of foreign competition. It is, however, unsatisfactory to have any uncertainty on the question, and the American manufacturers respectfully hope that a duty on moving pictures be specially provided for in a future tariff schedule. Furthermore, it is a matter of common rumor that in the near future the Eastman Kodak Co. intends to put out a nonflammable film, which, we understand, is not made of celluloid or pyroxylin or collodion, so that unless a definite duty is now laid there will be grave doubt whether any section of the present act applies to this industry.

#### ADVANTAGE OF FOREIGN MANUFACTURERS.

The industry is a young and struggling one and is jeopardized at all times by the importation into this country for foreign films. In fact, the moving picture industry, so far as the films are concerned, offers an opportunity par excellence for "dumping," because the foreign manufacturer has a large home market from which he makes a profit, and he can afford to regard his negatives as being paid for by the European trade. Prints can be struck off with the same facility as one would make copies of a photolithographic plate, and the foreign pictures which are thus sent to this country are brought here for very much less than the cost of manufacture to the American producer. The foreign manufacturer, unless suitable protection were given, could afford to sell foreign-made moving pictures in this country for 6 cents per foot and still make a handsome profit, because his negatives have already been paid for by the demand in his home market and the prints which would be sold in this country would not cost more than 4 cents per foot. With the present duty, however, of 25 per cent. ad valorem based on an invoice value of 6 cents per foot and an additional 5 per cent. for the specific tax, the entire duty which the importer pays amounts to about 1.8 cents, so that the foreigner can land his films in this country for about 5.8 cents per foot or very slightly under the cost of manufacture by the American producer.

#### THE DUTY WHICH THE INDUSTRY REQUIRES FOR ITS PROTECTION.

All that the American moving picture manufacturers ask is the maintenance of a duty which places their domestic films on an equality with the imported foreign films, so that both practically compete on the same cost of production. A duty of 30 per cent. ad valorem, to which the present duty amounts in the aggregate, would add no more than this, and, if provided, the American manufacturers would be able to encounter the competition of the foreign manufacturers, who would then be required to sell their pictures in this country on terms of exact equality with the domestic product. We respectfully ask that this duty be specifically provided for in the forthcoming tariff schedule. As a matter of fact, the readiness with which foreign pictures may be dumped in this country would apparently make it necessary, in order that the industry may be properly protected, to have the tariff actually raised. This is especially true when we consider the fact that the invoiced value of 6 cents per foot placed on these films by the customs authorities in New York is purely arbitrary, since it is a well known fact that foreign films are now being imported into this country for as low as 5.4 cents per foot. If, therefore, foreign films were dumped in this country at cost (excluding the expense of the negatives), the invoice value might

be reduced to as low as 4 cents, so that the duty of 30 per cent. would enable them to leave the custom house at a total cost of 5.2 cents, or almost 1 cent below the actual cost to the American manufacturer.

At the present time moving pictures are immensely popular, a very great demand exists for them, and good, but by no means large, profits are obtained by the American manufacturer, as well as by the importers of foreign films; but this situation is due largely to the fact that the demand is greater than the supply, and when normal conditions are reached and it becomes a question of more active competition between the American and foreign pictures the American manufacturer will be no longer able to stay in the business unless he is given protection to at least the difference between what it costs him to make the pictures and the cost at which such pictures can be laid down in this country.

The industry which we represent is not large when compared with many American industries, but it contains the germ of enormous possibilities, and the time may not be far distant when most of the theatrical entertainments in this country will include, as a very important part, a moving picture machine.

#### THE DUTY ON MOVING-PICTURE MACHINES.

So far as the duty on machines is concerned, at the present time this is 45 per cent. ad valorem. It is difficult to make a fair statement as to the exact facts of this duty for the reason that the conditions of the American fire underwriters require the use of attachments and improvements which have so far not been adopted by the foreign manufacturers, so that practically no foreign machines are imported. The manufacture of moving picture machines is, however, an ordinary mechanical operation. Of the undersigned, only the Edison Company, the Selig Company and S. Lubin are active manufacturers in this country of these machines, although they are also manufactured by other makers in this country, who may be heard by the committee. Our conclusion regarding machines, therefore, is that they should have the same degree of protection that any similar piece of machinery

should have, which under the present act is 45 per cent. ad valorem.

Very respectfully,

H. N. MARVIN,

Vice-President American Mutoscope and Biograph Company.

FRANK L. DYER,

Vice-President Edison Manufacturing Company.

GEORGE K. SPOOR,

President Essanay Company.

SAMUEL LONG,

President Kalem Company.

SIEGMUND LUBIN,

J. J. LODGE,

Vice-President George Melies Company.

J. A. BERST,

Vice-President Pathé Freres.

W. N. SELIG,

President Selig Polyscope Company.

W. T. ROCK,

President Vitagraph Company of America.

### STRIKING SHOW WINDOWS

May be Created With the Title Pages of Music—A Line Which Blends Harmoniously With Talkers—A Suggestion to Wide Awake Merchants.

Talking machine dealers have not appreciated as yet the benefits of many side lines which can be used as a drawing power to their establishments. Take, for instance, sheet music.

What an attractive show window may be created with this attractive stock.

Take some of the bright title pages and the merchant may prepare a striking window in connection with talking machines. And when you come to think it over, what line can be more harmoniously blended with the sale of talking machines than music?

We would suggest to our readers that they take up the subject of representation with leading music houses. Certainly, there are business arrangements which may be entered into which will result in profit for the talking machine

dealer. There is no question as to the truth of this.

We speak of a window being made attractive. In just the same manner any section of the store may be lighted up in a pleasing manner with the beautiful title pages of sheet music. There is an opportunity for business here which should not be overlooked. It is a field worth exploring, for it promises the most satisfactory kind of results.

One of the best selling instrumental catalogs at present on the market is that of the E. T. Paull Music Co., who publish all of E. T. Paull's great march compositions, which have a tremendous sale all over the country.

One of the chief characteristics of this catalog is the continual steady sale of the various instrumental numbers. It has been fourteen years since E. T. Paull placed his first composition, "The Ben Hur Chariot Race March," on the market. Since that time there have been any number of big sellers on the market, both instrumental and vocal, which at the present time are practically dead, whereas the sale of "The Chariot Race" has increased every year since it was first placed on the market. This experience is the same as with the additional march compositions of E. T. Paull's, which have been issued since "The Chariot Race."

Talking machine dealers from one end of the country to the other will find the publications of the E. T. Paull Music Co. big sellers and the universal satisfaction they give makes it both a pleasure and a profit to push the sale of their music.

In this section of The Talking Machine World, dealers will find a page advertisement of the E. T. Paull Music Co., making a special offer on their publications, which should be taken advantage of by every talking machine dealer. It will certainly be well worth the time and attention of every dealer to consider the proposition they offer, inasmuch as the special offers they make are the lowest prices ever made to the trade.

Every firm needs a head, but no firm can profit from blockheads, deadheads, or soreheads.

## 100% PROFIT for Jobber and Dealer.

Two Parts—Holder and Blade.

It's all in the Blade

Equal to any \$5.00 Razor

No. 1 Packed in a Metal or Cardboard Box. Three "Burham" Blades. A Perfectly Finished Nickered Handle. Complete Instructions in Box.

Retails for 25c.

No. 2 A Highly Finished Silver-plated Handle. Seven "Burham" Blades. Packed in an Imitation Leather Box.

Retails for 50c.

No. 3 An Extraordinarily Fine Gold-plated Handle. Seven "Burham" Blades. English Cloth Covered Wooden Box, Plush Lined.

Retails for 75c. and \$1.00

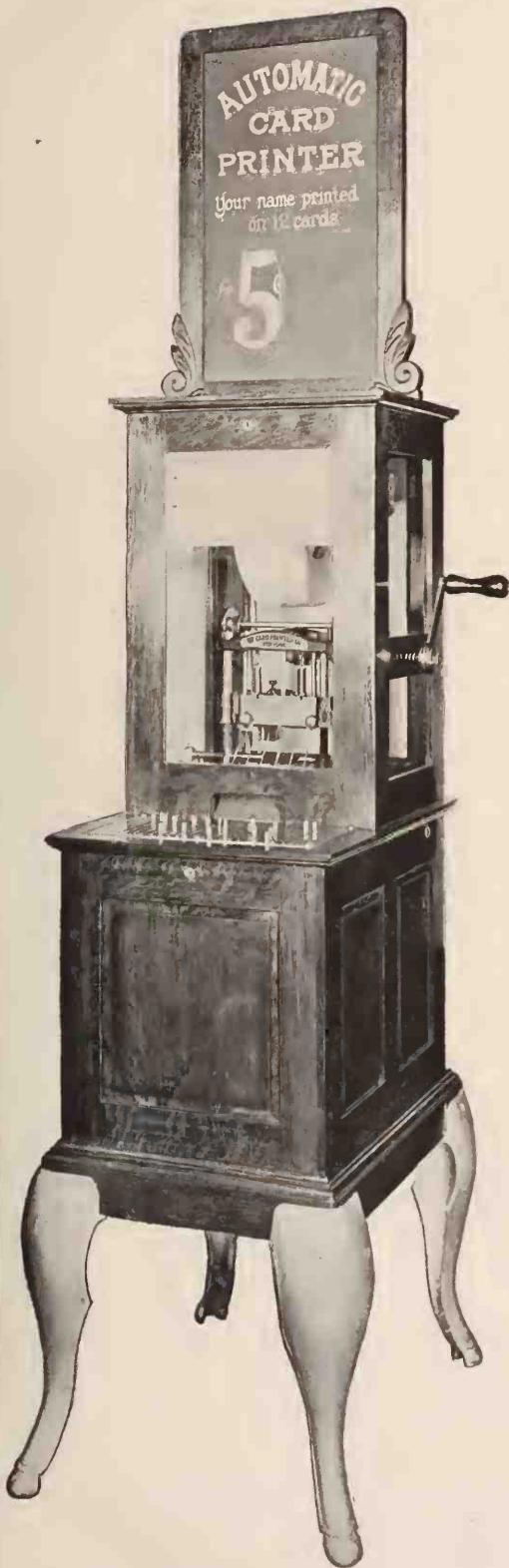
SPECIAL PRICES TO JOBBERS AND DEALERS

## The Burham Safety Razor Co., Inc.


64-66 Murray Street, New York, N. Y.



# An Income for Life



Will you  
pay  
\$3,000  
for a life  
income  
of over  
\$3,000  
per  
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taken from  
your regular  
business 

For particulars address

**THE CARD PRINTER CO.**

79 East 130th Street . . . . . NEW YORK CITY

## A NOVELTY IN PICTURES.

Moving Pictures of Naval Training Station at Newport.

(Special to The Talking Machine World.)

Newport, R. I., Dec. 31, 1908.

For the first time in the history of the Navy Department permission was given to-day to take pictures at the Naval Training Station for moving picture shows. A professional poser appeared on the scene. The man went through the various details of a recruit appearing on the island as a "rookie," and the progressive stages through the various barracks, until he has become a trained product ready for drafting to a sea-going vessel. While the film will be produced to afford amusement, its circulation through the thousands of picture shows about the country will undoubtedly assist in enlisting. For that reason the government afforded every possible facility for the making of the pictures.

## M. HOHNER INCORPORATED.

The Celebrated Manufacturers Take This Step in Germany Merely as a Business Precaution—Went Into Force on January 1st.

The incorporation of M. Hohner, manufacturers of harmonicas and accordeons, Trossingen, Germany, is announced as having gone into effect January 1. The concern is incorporated in Germany, with a capitalization of 4,000,000 marks (\$1,000,000), the five brothers, including H. Hohner, managing partner of the American branch house, 475 Broadway, New York, being named as incorporators, directors and officers. This step was taken simply as a business precaution.

## INCORPORATED THIS MONTH.

The Unique Novelty Co., New York, has been incorporated at Albany with a capital of \$20,000 to manufacture postcards, Easter cards, pictorial and other novelties. Incorporators: Dudley E. Phelps, 48 East 75th street, New York; Thomas F. Garrity, 286 President street; Patrick Moffat, 33 Marion street, both of Brooklyn.

The O'Brien Electrical Tubular Lamp Co., of Camden, has been incorporated under the laws of the State of New Jersey, to manufacture electric and gas lamps, globes, tubes, signs, novelties, etc., with a capital of \$300,000. Incorporators: Walter C. Waldron, 431 Washington avenue, Brooklyn; William P. Fairman, 740 Drexel Building, Philadelphia; Dennis J. O'Brien, 5000 Locust street, Philadelphia; Matthew Jefferson, 301 Market street, Camden.

The Bart Manufacturing Co., Lynn, has been incorporated under the laws of the State of Massachusetts to manufacture and sell novelties with a capital of \$20,000. President, Walter E. Bartholomew, Lynn; treasurer and clerk, George L. Johnson, 34 Mt. Everett avenue, Boston.

The R. E. Taylor Co., New York, has been incorporated under the laws of the State of New York, with a capital of \$50,000, to manufacture moving picture machines and accessories, photographic business, theatrical, etc. Incorporators: Elmer E. Earnshaw, 1240 Broadway, New York; Roy E. Taylor, 941 Simpson street, The Bronx; Charles F. Goddard, 15 William street, New York.

American Phono-Film Co., No. 134 Monroe street, Chicago, have incorporated to manufacture phonographic and photographic supplies; capital, \$25,000. Incorporators: Lavern W. Thompson, William C. Burns, M. Morrison.

The Cowles-Camp Co., of Rochester, has been incorporated with the Secretary of State of New York to manufacture metal, wood, card and paper novelties; capital, \$25,000. Incorporators, Charles D. Camp, Ward H. Fisher, Howard F. Barnes, Rochester.

## THE OUTLOOK IN THE CAMERA TRADE

Fred K. Townsend, of the Seneca Camera Co., Rochester, N. Y., Speaks Optimistically Regarding the Future of the Business—Rapid Development of the Camera Permits Amateurs to Get Almost as Good Results as Professionals—Summer the Best Season for Selling Cameras.

(Special to The Talking Machine World.)  
Rochester, N. Y., Jan. 8, 1909.

In a chat recently with Fred K. Townsend, secretary and treasurer of the Seneca Camera Mfg. Co., of this city, he said: "Here in Rochester we are taking all bets that our good old Uncle Samuel will start something right away; at least as soon as he has changed business managers. When Mr. Taft gets under way he will undoubtedly swing along with some considerable momentum, and we expect more motion and less emotion. Business is coming all right.

"Replying more seriously to your query in regard to the general trade outlook, permit me to add that camera makers are as busy right now



FRED K. TOWNSEND.

as they want to be, and they would much rather be busy as they are than talking about prospects.

"Of course it is true that we could do more; the fact is, we are extending our business all the time, that's why we are in the trade. The camera business is built on a firm foundation, for pictures interest everybody. Of late years inventive attention has been turned upon simplifying processes of picture making, until to-day the beginner will get as good results with his first achievement as the expert of a decade ago used to attain after months of study. Then, again, photography is profitable. There is always sale for good prints of interesting subjects.

"I know that the camera trade are appreciative of your efforts to interest talking machine dealers in cameras as a side line, and I am confident that you will be successful. The heaviest season in the camera business is in the summer, which, as I understand it, is the lean season for the talking machine business. For that and other reasons it seems to me the two lines of trade would work well together. It needs only push to win success."

### TOOK ADVANTAGE OF A CHILD.

A small boy importuned his father for a baseball mask. "I can get one for twenty-five cents down at the notion store," he said.

His father gave him a dollar bill and said: "All right. Run and get one."

In a few minutes he came back. "Where's the change?" the father asked.

"There ain't any," said the little fellow. "The

woman in the store said they had a much better one for a dollar, and here it is."

The father naturally was vexed; not at the boy, but at the mean trick played on him. "You take that back to-morrow," he said, "and get the other one, and make her give you the change."

After school on the following afternoon, the boy did as was ordered, and came home with his report. "She wouldn't take it back," he said. "They won't take back anything after it has been kept twenty-four hours."

The father knew what would happen if he went down to the store, but thought best to drop it. He simply passed a word to his wife, and the store lost from henceforth a customer who on the average was good for ten dollars a month.

## THE BUILDING OF A BUSINESS.

A Story Which Goes to Show How Side Lines Help to Develop a Business—The Success of the Subject of This Talk Can be Duplicated by Any Live, Ambitious Reader of This Department Who Is the Owner of a Store.

[Written for the Side Line Section of The World, by  
F. B. Warner.]

It was just an ordinary pawn-shop; it was started in a city of about 60,000 population, by a man named—well, we will not reveal his identity (because he is still in business) but will simply call him John Enterprise Integrity.

John first had a hole in the wall and loaned money on such collateral as pawn-brokers in general come in contact with. John knew merchandise, was shrewd and conservative (by the way he was a "Yankee") as a mere matter of course he prospered.

Our hero soon realized that he required a watch maker; later on he had five, but before he reached the stage where five watch makers were needed other developments were taking place in his shop. His unredeemed pledges were not sufficient to supply the demand of the bargain seekers, therefore to supply this demand new goods for which there was a constant demand were put in stock. This was nothing new; other pawn-brokers had done the same before; John's methods of doing it were new, that's all. He did not attempt to make the new goods appear old; he sold them for what they were. To illustrate, the writer was in his place one time when a customer inquired if he had a high grade second-hand shot gun, mentioning one or two standard grades. John promptly replied "No, but I have them new." The customer demurred on account of the price. Oh, yes, John responded, there's nothing new so cheap as second-hand, nor nothing second-hand quite so good as new. With such logic as this seekers for second-hand goods were changed to new.

After a time an adjoining store was added to John's hole in the wall and the new lines added began to take the form of distinct departments. To-day John Enterprise Integrity occupies an entire building; his pawn-shop has become a department store with a manager for each department; his gun and sporting goods department occupies an entire floor; other lines are equally as important in size.

The pawn-shop department still exists, but its business is done in a space no larger than the original hole in the wall, which makes itself evident that if John had always adhered strictly to pawn-broking his success would have been a small one.

NOT ASHAMED OF ORIGINAL BUSINESS.

Although pawn-broking is to-day only a unit in the establishment, the pawn-brokers' sign of the golden balls is the first that catches the eye as you approach the building from either side. I once inquired of the manager if he thought the pawn-shop was to any great extent a factor in building up the business, to which he replied: "Yes, it supplied both advertising and customers; that the old man (John) saw the opportunity and rose to it."

Talking machine dealers have one of the greatest opportunities to introduce new side

lines to their customers; the new issue of records brings your customers back month after month. Perhaps they ask for things. If you get many inquiries for the same thing that is a pointer. One successful general store-keeper never would say he did not have any article that was inquired for, but would reply, "I am getting it in; call again in a few days."

Don't injure your present business for the sake of experimenting with new lines. Don't go in debt for new lines, expecting they will make good before the bills are due; but when your line of talking machines and records is complete and there is nothing you can add that would enhance your revenue and you have some spare-capital, then look to add some new attraction. What? That depends upon your locality and trade. For one dealer it might be music and musical instruments, another jewelry or optical goods, while fire-arms and sporting goods is always a good line. It is sub-divided into many lines and you can take up one line at a time. Revolvers are something that always sell. They take up very little space but are attractive.

Aim to do just as much talking machine and record business as ever, plus all that you make on side lines. If you execute these ideas properly you will be surprised at your progress made in a year's time. Start with a few good specialties, something that is attractive both in price and quality. There are just as many cornerstones to build on in the talking machine business as in any other business. Don't get discouraged, brother.

## GAMES AS A SIDE LINE.

Form an Attractive Quick Selling Line for Dealers Who Wish to Add Paying Novelties.

An attractive, desirable side line and one that adds brilliancy and interest to the store is a line of leading games.

Pastime Picture Puzzles, made by Parker Bros., the game of Deck Ring Toss (which had a very large sale in numerous sporting goods houses), Pit, Crazy Traveler and Japanola are items of great interest. To these should be added playing cards. The idea of the dealers should be to carry perhaps a dozen of these standard games such as above named, these having sale all the year round and as most of the sale is in the range from 50c. to \$1.00, they move quickly where they are displayed and give brilliancy and life to a store, which is a thought well worthy always of a dealer's attention.

A side line of this class does not require much money to start. Fifty to one hundred dollars will sample these lines for a dealer. Few dealers can afford to pass by a line of this class in connection with sporting goods. A trial is relatively inexpensive and results in nine cases out of ten in a development of a very sizable business and one which catches the fancy of the public, acting as an added attraction to the store, which is a valuable consideration. Parker Brothers, Inc., Salem, Mass., are among the largest manufacturers of games of this class.

## WRITING PINS AND RINGS.

Of the many novelties in the jewelry line the "writing pin" and "writing ring" are worthy of special mention. As is implied by their names, these articles are, respectively, a combination scarf pin and pencil and a ring, similarly equipped.

Both are arranged to use the regulation small leads made for fancy pencils, and are of practical utility for use in emergencies. They are made in a wide variety of styles and of solid gold as well as plate and, to quote the manufacturer, "literally sell themselves."

The gold pencils are invisible while the articles are being worn and do not in any way detract from the fine appearance of the goods.

The margin of profit on this line is large, and it should prove an attractive addition to the stock of the dealer who is looking for something at once up-to-date and unusual.



## HERE AND THERE IN THE TRADE.

Conditions Improving Everywhere—Increased Call for Bicycles—Preparing for Tennis Season—Roller Skating Becoming More Popular—Reflectograph Now in Demand—Camping Equipment and Cameras Excellent Side Lines for Talking Machine Dealers.

After an extended tour throughout the country and after making a close study of conditions in various sections, it is apparent that business during the coming year will take a wonderful spurt. Everywhere one goes it's the same story. Dealers and jobbers in almost every line, after having taken inventory, are finding their stocks run down and are now rushing off their orders to the factories lest they be caught short. What is the consequence? Manufacturers who have been taking things easy are suddenly swamped with business, and though in many cases running extra shifts, find it impossible to make prompt deliveries. 1908 with its many disappointments is now a thing of the past. The new year, laden with golden opportunities, is before us. Are you preparing to get your share? If not, why not? It is time to wake up.

"In the bicycle line there is almost sure to be an increased demand for the coming season." So says the New York Sporting Goods Co. Now that manufacturers in all lines are beginning to operate again with a full complement of men, the factory workers will once again have use for this admirable conveyance, and dealers can feel justified in making sales on the instalment plan. We also understand that the advantage of bicycling from the standpoint of health is again in the air, and it is certainly true that many old riders are turning to the wheel. Good work. Put a little more ginger in your talk this year, Mr. Dealer, and we'll yet have the old palmy days back again.

Do you bear a reputation for always discounting your bills? No? Well, try it for a while.

It is not only a nice thing to have such a reputation, but, you know, a little extra 2 per cent. does somehow figure up enormously by the end of the year. Sort of makes you feel good all over, too.

Mr. Wright, the head of the well-known firm of Wright & Ditson, spoke very encouragingly of the outlook for tennis goods and supplies when seen by The World the other day. This game has steadily grown in popularity in this country until to-day it almost rivals its national competitor (baseball). One of the best things about this line is that it brings to the dealer's store the better class of trade—a customage that have money to spend and spare no expense in satisfying their hobby.

The Stevens Arms & Tool Co., of Chicopee Falls, Mass., are preparing to bring out several new model guns, and hope to be able to give details by the time the February World goes to press.

The Horton Mfg. Co., of Bristol, have inaugurated an extensive advertising campaign in all the leading periodicals throughout the country. Dealers handling their lines will find this a big help, as it not only saves them money, but will bring them numerous new customers.

Who said roller skating has died out? You wouldn't think so if you had been along with The World-representative when he visited the extensive factories of the Union Hardware Co. at Torrington, Conn., a week ago. This enterprising concern have just closed the biggest year in their history. To-day no matter where one goes their famous line of skates and fishing rods will be found. Dealers and jobbers who have pinned their faith to their standard are more than satisfied. For example, not long ago a World representative, in looking around for good side lines for the talking machine trade, called on S. B. Davega, of this city. When asked for his advice on the subject, he unhesitatingly pointed to the

Union product and said: "There is the best seller I've got. The only kick I ever have is that I can't sometimes get the goods fast enough."

Chas. Mayer, the well-known novelty manufacturer of Rochester, N. Y., reports an unexpectedly large demand for his post card projecting machine, known as the Reflectograph. This machine is one of the most powerful on the market and reflects all objects with remarkable clearness. Dealers would do well to investigate this article, as it sells for a price well within the reach of all, allowing a handsome margin of profit.

One of the best and least exploited lines in the sporting goods field is that of tents and camping equipment. This branch of the industry has leaped into prominence during the last few years and every summer adds a large number of converts to this healthful recreation. The line is an extensive one, and takes in not only tents but cooking utensils of all kinds, clothing and a hundred and one other articles, all of which will mean much profit for the dealer handling them. Make your store headquarters this year; a little money spent in the local papers will do much and stir up a horde of new prospects.

The Seneca Camera Co., of Rochester, N. Y., one of the largest independent manufacturers in this business, reports the outlook for 1909 as highly encouraging. Their products are known the world over for their high standard, and all a dealer has to do to move his stock is to hang out his sign and let the people know he has them in stock. Such is the power of a name.

To sell a customer goods, and to sell and tie him to you for good, are two different things. Transient trade is all right, but regular custom is better. Acquire the art of making friends with your patrons. It pays.

Your best salesmen will lose some sales. Don't expect a man to be a successful hypnotist for ten or twelve dollars per.

# FOR LIVE DEALERS ONLY

Here is a chance, Mr. Talking Machine Dealer, to form an alliance with a business concern which will mean a revolution in the money-making powers of your business.

We have the product and the plans which will help you to make money easier and more rapidly than ever before.

## KOHLER & CAMPBELL

have a Piano Selling System which works Wonders For Dealers who co-operate with them. Positively sells pianos without expense to dealers. Without question the greatest scheme ever inaugurated. Hundreds of their representatives have reaped big returns from the plan. Why not you?

Do not delay writing for particulars concerning this business creating proposition. Delays will mean the postponement of money making. Can you afford to delay? You can command our experience and knowledge gained and immediately apply it to your own trade development.

WRITE FOR PARTICULARS

**KOHLER & CAMPBELL,** PIANO MANUFACTURERS STATION G. **New York City**

Note—Mention "Slide Line Section."

**DO IT NOW**

# TALKING MACHINE DEALERS!!!

## Does This Interest You ?



**WHY NOT CARRY A SMALL STOCK OF GOOD SALABLE SHEET MUSIC ?**

**GOOD PROFITS :: SMALL OUTLAY**

☐ It is in keeping, and right in line with your present business. You can make your expenses from the sale of sheet music alone, without any additional cost to your present business.

☐ Why not give it a trial ? You have everything to gain and nothing to lose by handling our Publications, which are the handsomest issued by any Publisher in this country.

## SPECIAL NOTICE GREAT REDUCTION IN PRICE ON OUR BEST SELLING PIECES

**Every Talking Machine Dealer Should Certainly Take Advantage of This Special Offer**

We give a specially selected list below of our very best, steady-selling publications, on which we are making a special offer to Talking Machine Dealers who will make up an order, giving the number of copies wanted, of any of the pieces named below, and who will mail the order to us not later than February 10th, mentioning this "ad." Every piece is a good seller.

**Magnificent Titles—Elegant Editions—Splendid Music—Easy to Play—Easy to Sell—Always Give Satisfaction**

**NOTHING BETTER PUBLISHED**

BEN HUR CHARIOT RACE.  
CHARGE OF THE LIGHT BRIGADE.  
AMERICA FOREVER MARCH.  
DAWN OF THE CENTURY MARCH.  
CONQUEROR MARCH AND TWO-STEP.  
ICE PALACE MARCH AND TWO-STEP.  
MARDI GRAS MARCH AND TWO-STEP.  
N. Y. AND CONEY ISLAND CYCLE.  
DELLA FOX (Little Trooper).

THE JOLLY BLACKSMITHS.  
A SIGNAL FROM MARS.  
ARIZONA MARCH.  
ELKS GRAND MARCH AND TWO-STEP.  
WE'LL STAND BY THE FLAG.  
UNITED NATIONS MARCH.  
SUNSET MARCH AND TWO-STEP.  
THE MIDNIGHT FLYER.  
THE HURRICANE MARCH.  
THE MASQUERADE.  
ZIZ (March-Two-Step).

MIDNIGHT FIRE ALARM.  
PAUL REVERE'S RIDE.  
THE TRIUMPHANT BANNER.  
SILVER SLEIGH BELLS (Novelette).  
THE STORM KING MARCH.  
THE CIRCUS PARADE.  
THE BURNING OF ROME.  
WARMING UP IN DIXIE.  
UNCLE JOSIE'S HUSKIN' DANCE.  
UNCLE JASPER'S JUBILEE.  
PLANTATION ECHOES.  
DANCE OF THE FIRE FLIES.

SWEET IRENE SCHOTTISCHE.  
ROXALA (Dance Characteristic).  
THE ROMANY RYE. (Intermezzo).  
PASSING SOLDIERS PATROL.  
PHANTOM DANCE.  
QUEEN OF BEAUTY (Waltz).  
CUPID'S AWAKENING (Waltz).  
SWEET MEMORIES (Waltz).  
THE STRANGER'S STORY (Waltz).  
RICHARD CARVEL (Waltz).  
THE WITCH'S WHIRL WALTZES.  
NERO'S DELIGHT WALTZES.

## READ THE SPECIAL OFFERS WE MAKE TO TALKING MACHINE DEALERS :

To any Talking Machine Dealer who will write us and *mention this "ad."* we will agree to make the following special rates for an introductory order of our Publications :

We will supply	5 to 25	copies at	10 cents a copy
" " "	30 to 50	" " 9	" " "
" " "	55 to 75	" " 8	" " "
" " "	100 and over	" " 7½	" " "

*It is absolutely necessary to mention this "ad." to obtain these special low prices. Order now.*

**SEND SAMPLE ORDER AND WRITE US FOR ANY INFORMATION YOU MAY WISH ABOUT HANDLING MUSIC**

*Send Your Order Direct to the Publishers*

**E. T. PAULL MUSIC CO., 46 WEST 28th STREET NEW YORK**



## OUR CHICAGO NEWS BUDGET.

Post Cards and the Tariff—Sewing Machines as a Side Line—Talking Machine Dealers Using Goods as an Auxiliary—The Output Co. Makes Its Debut—Other Items Worth Noting.

(Special to The Talking Machine World.)

Chicago, Ill., Jan. 2, 1909.

Various expressions concerning the tariff on imported post cards are to be heard among the local manufacturers. Some hold that the duty of 5 cents a pound on imported souvenir post cards should be greatly increased. Others take a different position and say if they cannot produce an article of such obvious superiority that the consumer will prefer it, they are willing to forfeit their share of the trade. The post card line is one that can be handled to advantage by every talking machine dealer and one that should be utilized by them in the expansion policy that is becoming general.

The moving picture business has become an enormous one in this city. Nickel theaters are springing up more rapidly than ever, and the town seems to be moving picture mad. Films of almost every conceivable subject from a battle royal prize fight to the Passion Play keep the enthusiasm keyed up to a high pitch. This is going on all over the West. Even the small towns are catching the fever. This is certainly an opportune time for dealers to get in on the home moving picture machine business and reap the benefits incited by the "theaters."

Sewing machines furnish a side line opportunity, advantage of which has already been taken by quite a number of talking machine dealers. A fair-size stock takes up little room, and a dealer in "talkers" is already experienced in the handling of an instalment proposition. Furthermore a large percentage of dealers already have canvassers visiting homes in their city and vicinity, and need not increase their force in order to give the line proper attention. Another strong

point is that women form a large percentage of the record purchasers, and in their frequent visits to the store can easily be interested in the latest models of sewing machines.

Many of the Chicago talking machine dealers are using sporting goods as an auxiliary line. This line is always a seasonable one, with its fishing tackle, golf equipment, baseball goods and tennis rackets for summer use; guns, ammunition and necessary clothing, to say nothing of football goods for fall; hockey sticks, skates and sleds for the red corpuscle winter lovers. Striking window displays can be made of these goods. The fact that there are no better athletes and sport-loving people in the world than can be found in this country, and that these are confined to no particular locality, is evidence of the salable qualities of these goods.

Fountain pens have become a modern necessity, and a good display on the record counter, reinforced by an attractive showing in the store window, should be the means of turning many a quick sale and materially enhancing the dealer's profits.

Talking machine jobbers are becoming alive to the advisability of catering to the demands of the dealers for attractive side lines. James I. Lyons, the well-known talking machine jobber, has long featured good side lines in his own retail stores, and is now making a push especially on home moving picture machines, post card projectors, and stereopticons, in a wholesale way as well.

The Output Co. of America, with offices at 1110 Heyworth building, is a new company in which talking machine men are largely interested, which is making a business of selling the outputs of factories making good specialties in the talking machine line or which can be handled to advantage with talking machines. They control the output of a large cut glass factory making a peculiarly attractive line of goods, which can be sold at a reasonable price. Enterprising dealers would do well to investigate this line, which, of course, lends itself to decidedly effective display.

## SPECIAL POST CARD OFFER

Made by the F. & H. Levy Mfg. Co. of New York Should Appeal to Live Dealers.

An excellent opportunity to install a line of post-cards at low cost is offered by the F. & H. Levy Manufacturing Co., New York, who have a new rack and 3,000 cards for the special introductory price of \$25. The rack holds 300 cards and runs on ball bearings facilitating inspection by the customer. The cards are all good quality, lithographed and embossed and including, as they do, new styles of Lincoln's and Washington's birthday, Easter and St. Patrick's Day and Fourth of July cards, etc., they should enjoy a ready sale. As a matter of fact, the cards themselves, if sold separately would bring over \$25, and the rack, with the first order, is an inducement not to be overlooked.

## THE PRESIDENT INK PENCIL.

Attractive Side Line for Talking Machine Men.

(Special to The Talking Machine World.)

Chicago, Ill., Jan. 7, 1909.

The President ink pencil is offered to dealers as an attractive side line by the manufacturers, the F. W. McIntosh Co., 179-181 Lake street, Chicago. While it fills with ink like a fountain pen it writes like a pencil. Stress is laid on the fact that it will not leak, carried in any position. It should commend itself especially to talking machine dealers, as it appeals to all classes of their customers. Business men will buy it on sight, women can carry it in their hand-bags with perfect safety, and the company have letters from teachers recommending it for the use of children learning to write with ink, as it avoids stains on hands or clothing, and blots on books. By properly displaying this article and by giving practical demonstration by using it before the customers in making out orders, memoranda, etc., a lucrative trade can be worked up.

# THE "BRISTOL" LINE

OF STEEL FISHING RODS IS A PROFITABLE SIDE LINE FOR YOU

Three Qualities Now to Supply All Demands:

**"Bristol"**  
Steel Fishing Rods

Everybody now recognizes that the "BRISTOL" is responsible for the great demand for steel rods. Made of the best imported, high carbon, cold rolled steel hardened in oil, clock spring tempered. Nothing finer in material, workmanship or practicability can be made. Guaranteed for three years.

The wise dealer never sells a cheap article when he can sell a high-priced one; never sells a poor article when he can sell the best; never sells an unknown article when he can sell one with a big reputation. The steel fishing rod demand is for "BRISTOL"—the known and best and higher price rod.

**"Rainbow"**  
Steel Fishing Rods

But if a buyer cannot afford a "BRISTOL," the next best steel fishing rod is a "RAINBOW." Younger brother of the "BRISTOL" and actually better than any other steel fishing rod except the "BRISTOL." Moderate in price.

**"Luckie"**  
Steel Fishing Rods

The baby of the "BRISTOL" family. Sure to be the sensation of the year. Entirely reliable. Made purposely to supply the demand for a popular priced steel rod. Useful for boys and to loan to borrowing friends. Cheapness in price appeals to another class of buyers. Sell them the "LUCKIE." They will be better satisfied with it than with any other low-priced rod.

If interested, write for catalogs and trade prices. On receipt of your inquiry we will send you a copy of our beautiful 1909 "BRISTOL" Calendar mentioned on page 28 in this issue—being sure to mention this Journal.

**THE HORTON MANUFACTURING COMPANY**  
Bristol, Conn., U. S. A.

# COMBINATIONS

☞ Combinations—that's a live word in the business world to-day, and the right kind of a combination usually assists in business building. ☞ We have that kind of a combination.

☞ Have you seen it? ☞ It is **The REGINAPHONE**.

☞ It is a combination of the best music box in the world with an excellent talking machine.

☞ It's a combination that is simply unbeatable in the trade sense, and what is the most pleasing statement to make in this connection is that you get this combination—two instruments in one—at practically the price of a single good instrument. Worth considering, is it not?

☞ There is nothing created by human hands to-day that blends so perfectly with the talking machine line as the **REGINAPHONE**. ☞ It's a half brother to the talking machine and requires no effort on the part of the dealer to make sales.

☞ Just place a **REGINAPHONE** in your store, and your sales begin from that hour.

☞ The motor mechanism is of the best and the workmanship throughout is unsurpassed. ☞ The illustrations shown on this page will give you an idea of just how the **REGINAPHONE** appears. But, you should see it, then you will become a **REGINAPHONE** enthusiast.

☞ While on this subject, we might add that the complete **REGINAPHONE** line can be handled with advantage—It's the **REGINA HEXAPHONE**

☞ The motor mechanism is of the best and the workmanship throughout is unsurpassed. ☞ The illustrations shown on this page will give you an idea of just how the **REGINAPHONE** appears. But, you should see it, then you will become a **REGINAPHONE** enthusiast.

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It is operated by a spring motor, and is provided with a coin-attachment for nickels or pennies. It contains a tune selecting device by means of which any one of the records may be played at will.

☞ Ask us about our **REGINA** specialties. They are all trade builders.

THE **REGINA** CO.

RAHWAY, N. J.

BRANCHES:

Broadway and 17th St., New York

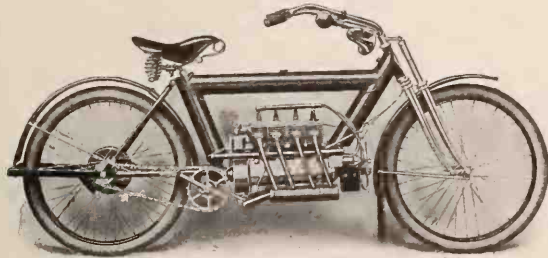
259 Wabash Ave., Chicago



**THE BICYCLE AS A SIDE LINE**

**For Talking Machine Men Is a Paying Investment—These Machines Have Won a New Vogue While the Motor-Cycle Is Wholly Up-to-Date and the Big Seller of the Day.**

There are thousands of talking machine dealers who could largely increase their annual profits by handling some side line which would fit naturally into their business. Discrimination should be exercised in the selection of this side line. In deciding any business problem there are two issues to be considered: First, logic; second, experience. It takes but a moment's thought to



PIERCE FOUR-CYLINDER MOTORCYCLE.

show very clearly the feasibility of handling bicycles as a side line to talking machines. There is a kinship between these two lines that is readily recognized. A talking machine and a bicycle can be displayed side by side in a sales-room without incongruity. The experience of thousands of dealers who handle these two lines is very expressive of the success that attends such a business combination. During the winter, when bicycles move slowly, if at all, the dealer can devote all his time to phonographs, and, as a consequence, talking machines are recommended to the bicycle dealer as a good side line for his business.

It may be very well to come to a decision to handle bicycles as a part of one's business, but it is quite as essential to have a good brand. In every branch of commerce there is one article, or brand, that appeals to the public. That is what the Pierce does in the cycle trade. Pierce bicycles are world renowned. This reputation has been made in part through the accustomed channels of advertising publicity, but mostly it has been made and altogether supported by a single factor—merit. Manufactured by a concern that has been established for over forty years—a house shipping goods into all parts of the world and everywhere known for the excellence of its product—the Pierce bicycle has naturally stood ahead of all competitors. All of the models made by the Pierce Cycle Co., of Buffalo, N. Y., are worthy of consideration. Their catalog for 1909 shows nine distinct types, with twenty-four

assortments. A new model now produced for the first time is the heavy service bicycle. No other manufacturer produces a bicycle that will withstand abnormal use. There are also the Roadster and Racer models and the cushion frames—chain and chainless. The Pierce chainless cushion frame is acknowledged the world's foremost cycle construction. All the parts that go into a Pierce bicycle are made up in the Pierce factory. All hubs, cups, bearings, binders, etc., are turned from solid bar stock. Other makers use all or part sheet metal stampings. Every cone in a Pierce bicycle is made of the best cone steel, not from ordinary screw stock. A cheap bicycle may look as good as a Pierce, but the quality is not there.

This the rider often discovers to his sorrow and cost. Cheap bicycles have been a great detriment to the industry, and dealers should sell high-quality goods, as they will thereby establish a profitable trade.

**THE MOTORCYCLE AS A BUSINESS FACTOR.**

With the advent of the Pierce vibrationless motorcycle—a four-cylinder, shaft-drive machine having every modern improvement—motorcycling has come more than ever to the fore. It is admitted on every side that not even automobiling is as pleasurable as riding a motorcycle. The sale of motorcycles thus far is as nothing compared with the number that will be sold in the near future. The Pierce motorcycle is one which takes readily with those who are acquainted with motorcycles. The general public, too, will consider riding the Pierce before giving thought to any other make. The Pierce is vibrationless, practically noiseless, has large tubing which dispenses with the use of separate tanks. There is no chain or belt to break or give trouble. The



A POPULAR PIERCE STYLE.

machine also has a phenomenal range of speed, viz.—six to sixty miles per hour.

There are a good many talking machine jobbers and retailers who handle motorcycles, and all of them consider the combination exceedingly profitable, especially when supplemented by the sale of bicycles. The Pierce Cycle Co. establish exclusive agencies for their product, giving to the dealer most advantageous prices and terms. The combined agency of Pierce bicycles and motorcycles can be made to pay good profits as a

business in itself. When that agency is an adjunct to another line the opportunity is well worth grasping, and talking machine dealers everywhere would do well to investigate the exceptional proposition offered for either of the Pierce lines. The investment necessary to secure the Pierce agency is inconsiderable and the money is turned very quickly.

**GERMAN POST CARD MEN MEET.**

**Our Germanic Cousins Complain of the Decrease in Shipments of Souvenir Post Cards to America—Delegates to Convention in Rather Pessimistic Frame of Mind.**

(Special to The Talking Machine World.)

Berlin, Germany, Dec. 31, 1908.

German manufacturers of souvenir post cards held a meeting in this city last week to consider the state of the trade, which it was agreed was going from bad to worse. The consensus of opinion among the long-faced delegates was that the slump in the post card craze in the United States was the chief cause of their troubles.

One or two years ago cards made in Germany were shipped to America literally by the million. Nowadays, the manufacturers state, they rejoice if they can get orders for as many thousands.

The meeting came to the lugubrious conclusion that the post card industry had seen its best days. The hope was expressed that people would soon take up another fad which would bring as rich profits as the post cards had.

**AN ATHLETIC LINE.**

**Products of an Old Established Firm Who Make a Specialty of Athletic Goods.**

The firm of Wright & Ditson, established in Boston in 1871, are manufacturers of fine athletic goods and have established a splendid quality reputation, so that whenever the name of Wright & Ditson appears upon any tennis goods, it is at once a guarantee of quality. Their rackets are used by the leading players, and in this connection we may say that the championship of America has been won with this company's rackets every year with one exception. Wright & Ditson's tennis balls are also used in all the national tournaments. Dealers who desire to handle a standard brand of all kinds of athletic goods will find that the Wright & Ditson firm, Boston, can meet all necessary requirements.

**VALUE OF INITIATIVE.**

The less you require looking after, the more able you are to stand alone and complete your tasks, the greater your reward. Then if you not only do your work, but direct intelligently and effectively the work of others, your reward is in exact ratio, and the more people you direct, and the higher the intelligence you can rightly lend, the more valuable is your life.—Fra Eibertus.

**IT WILL PAY YOU TO INVESTIGATE OUR SIDE LINES**

**PEOPLE BUY NECESSITIES WHEN THEY WON'T BUY LUXURIES**

Clocks  
Lamps  
Wall Racks  
Silverware  
Picture Frames  
Framed Pictures

Disc and Cylinder Talking Machines  
Statuary  
Mission Book Cases and Desks  
Table Mirrors  
Baby Carriages  
Scissors and Shears

Watches  
Roller Skates  
Coffee Percolators  
Telephones  
Japanese Porcelain Sets  
Novelties

Write now for complete Catalogues and Discount Sheets.

**E. S. PEASE COMPANY, Suite 1654-1655 Hudson Terminal Bldgs. New York**

**STEEL FISHING RODS BIG SELLERS.**

Popularity of This Feature of the Angler's Outfit—Manufacture of Steel Rods Begun Over Twenty Years Ago—Story of Its Growth—A Side Line That Sells in Any Community.

Perhaps there is no sport which boasts more disciples than fishing, for once a fisherman always a fisherman, the boy with his crooked stick and bent pin growing up as an angler, but with a desire for better outfits. There is hardly a city or town in this great country of ours which does not offer a good market for fishing tackle, for even the village boasts of its fishing hole or trout stream. It holds, therefore, that fishing tackle, as a side line, should prove a paying proposition if handled intelligently.

At the present time there is a strong demand for steel fishing rods, and in this connection it would be well to investigate the leading features

extensively advertised for many years and have an enviable reputation among fishermen.

In addition to the "Bristol" rod, the line also consists of the Rainbow rods which are a medium priced rod, and the Luckie rod, which was made to supply the demand for a popular priced steel rod, very serviceable for boys and to sell when it is merely a matter of price.

It is not necessary for a dealer to invest any great amount of money in order to carry a small stock of steel rods, for if he has a few sample rods which would not represent an outlay of more than \$10 to \$20, he can order other rods from catalogs as he may have orders, although, of course, it is much better to carry a fair assortment so that a sale can be completed when a would-be purchaser is interested and ready to buy.

Catalogs and window signs are furnished gratis to dealers who do handle or intend

per day. Two motion-picture shows are now being operated in Tampico, and while patronized to some extent can not be said to return more than a fair profit. Great care should be exercised before engaging in this new enterprise. This city is lighted by electricity. The cost of installing averages about \$1.50 per light (16 candlepower) and of maintaining about 75 cents per month. Lumber costs, in the rough, from \$35 to \$40 per thousand feet; dressed, \$60 up per thousand feet."

**"BRISTLES WITH PROFIT."**

Those dealers who have been carrying "side lines" have doubtless discovered ere this that there is a ready market for razors, both "safety" and "old style." The logical accompaniment of a good razor is a good brush, and those who know from experience can testify as to the difficulty of securing a really dependable article of this character.

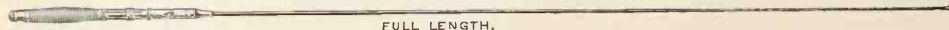
The most recent departure in this line is a brush which, to quote the manufacturer, "bristles with profit."

For more than a year an extensive advertising campaign has been under way, and the general masculine public has become thoroughly familiar with the good points of the brush.

The demand having been created, it is the part of wisdom for the retailer to place himself in a position to fill orders which are sure to be large if reasonable efforts on his part be made.

The vital point, naturally, in the manufacture of any brush, is to make certain that under all conditions it shall remain as near as possible in its original serviceable condition. In this case a setting of hard rubber insures that neither hot water nor hard usage shall interfere with the shape or the utility of the article. The most exacting tests have demonstrated the reliability of this brush in every condition of service, and no amount of bad treatment will affect its good qualities.

The same company has been working for several months to perfect a shaving cream which should fulfill certain ideal conditions, being at once aseptic, healing and profuse in lather. This end has been accomplished, and the cream is now offered for sale, and is sharing in the liberal advertising accorded to the brushes.



FULL LENGTH.



CLOSED

TELESCOPIC STEEL FISHING ROD.

of the steel rods made by the Horton Manufacturing Co., Bristol, Conn. The manufacture of steel fishing rods was begun over twenty years ago by this company in a small wooden factory, employing less than a dozen men. At the present time they occupy a large modern brick factory and give work to over 100 employes during the season. The original output consisted only of two styles which were of the telescoping pattern. This, of course, refers to the original "Bristol"

handling fishing rods and also fishing cuts for local newspaper advertising. Dealers may also obtain, free, the handsome calendar issued each year by the Horton Manufacturing Co.; to other than dealers the calendar will be sent on receipt of 15c.

**MOTION PICTURES IN MEXICO.**

In answer to the many enquiries coming to the



JOINTED STEEL FISHING ROD.

steel rods which were later made in the same style as wooden rods with joints which could be taken apart. "Bristol" rods are now made in nearly thirty different stock styles which can be furnished in a variety of special trimmings and with a large variety of different styles of handles.

The "Bristol" rods are strictly high grade rods, guaranteed against breakages due to defective material or poor workmanship for three years after leaving the factory. These rods have been

consulate at Tampico, Mexico, as to the possibilities of introducing the cinematograph and other motion-picture machines in that district, Vice-Consul Russell H. Millward states that the following information relative to the conditions at Tampico may be applied generally to other parts of Mexico:

"Little difficulty is found in renting suitable rooms or halls at a moderate rental and obtaining the necessary licenses, consisting of a federal, \$6 gold per month, and a municipal, \$2.50 to \$5

**The VIASCOPE SPECIAL NOW READY**

After years of study we have perfected a moving picture machine void of all vibration and absolutely flickerless. All working parts of mechanism encased in a highly polished nickel-plated steel case. Its construction is so simple that it can withstand the hardest usage without getting out of order.

Write for Catalogue.

**VIASCOPE MFG. CO. - CHICAGO**  
Department A, 112 East Randolph Street



**IF YOU ARE INTERESTED IN**

**ELECTRIC-PLAYERS**

Write us for Latest List of Up-to date and Popular Selections in PERFORATED-PAPER MUSIC ROLLS

**THE PIANOVA CO., 117-125 Cypress Ave., N. Y.**  
Largest Mfrs. ELECTRIC PLAYERS and MUSIC ROLLS

**BILIOUSKIN.**

I am the God of Grouchiness,  
I hate like sin to smile;  
For life is mere existence,  
Not a cursed thing's worth while.  
I put the worker on his neck—  
Really it is no sin—  
For I'm the God of Grouchiness,  
My name is Biliouskin.

A violin with a string out of tune is of just as much use as an employe who is dissatisfied.



Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. **HANDBOOK** on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

**Scientific American.**

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsmen. **MUNN & Co. 361 Broadway, New York**  
Branch Office, 625 F St., Washington, D. C.



# Would You Employ a Tramp as a Salesman?

THEN WHY ATTEMPT TO SELL POST CARDS WHEN THEY ARE SHABBILY DISPLAYED



Our **BLISS RACK** is a **SILENT SALESMAN** and Displays 300 Designs

**S** SERVICE COSTS YOU NOTHING  
**D**RAWS NO HIGH SALARY  
**P**ERFORMS ITS DUTY: SELLING POST CARDS—BETTER THAN A SALESMAN  
**A**LWAYS WORKS IN YOUR INTEREST  
**A**TTENDS TO SEVERAL CUSTOMERS AT THE SAME TIME  
**I**S AN ATTRACTION TO YOUR STORE  
**S**ELLS POST CARDS WHERE OTHER SYSTEMS FAIL  
**AND**

## 3000 Assorted Embossed Cards

ALL UP-TO-DATE NOVELTIES. SUCH AS

- Embossed Valentine Cards
- Easter Cards
- St. Patrick's Day Cards
- Birthday Cards
- Best Wish Cards
- Many Happy Returns
- Tinselled Greetings of Your Town, etc.

## EACH CARD LITHOGRAPHED AND EMBOSSED

Retail price ranging from two for five and five cents each. No cheap printed comics, telegrams or red or green mottos, but strictly a line of High Grade Novelties.

**EVERY CARD A WINNER**

Price of Rack and above 3000 Cards **\$25.00**

Owing to Special Introductory Price, cash must accompany orders. Our proposition—**MONEY BACK IF DISSATISFIED.**

**If you are looking for a profitable side line, this is your opportunity**

### GENERAL DESCRIPTION OF RACK

- Height, filled, about 6 feet 5 inches.
- Floor space required for base, 22in. x 22in.
- Gross shipping weight, about 65 lbs.
- Number of pockets, 300.
- Rack revolves on ball bearings.
- Iron base is provided with four ball-bearing casters.
- Rack can be assembled without any tools.

# F. & H. LEVY MANUFACTURING CO.

PUBLISHERS AND IMPORTERS

111 EAST 14th STREET, NEW YORK

# An Opportunity for Trade Broadening

Do you realize what you can win in dollars by handling coin operating pianos? Let us explain the situation to you. We can tell you how your profits may be increased in a most substantial manner.

Do not put off dollar making too long in the New Year. Investigate the opportunities afforded you in the Peerless Agency. Take it up now.

**Live Agents  
Can Make  
Good  
Money  
in  
Unoccupied  
Territory**

**The Agency  
for the  
Peerless  
Coin  
Operated  
Player  
is a  
Veritable  
Gold Mine  
for  
the Hustling  
Dealer**



*Sky-High*

*in the World's estimation*

*- The PEERLESS*

*The only coin-operated  
piano awarded First Prize  
at four World's Expositions*

*BUFFALO, 1901      ST. LOUIS, 1904*

*PORTLAND, 1905      JAMESTOWN, 1907*

*because -*

*it exemplifies absolute musical,  
artistic, and mechanical perfection*

**PEERLESS PIANO PLAYER CO.  
F. Engelhardt & Sons,  
proprietors**

*Windsor Arcade - Fifth Ave - New York  
factories - St. Johnsville N.Y.*



# The Talking Machine World

Vol. 5. No. 1.

New York, January 15, 1909.

Price Ten Cents

## CHARTING THE VOICE.

A New Machine Called "the Tambour Apparatus" Invented by Dr. Scripture Which Records the Vibration of the Human Voice—Its Value from a Medical Standpoint Disclosed—Something of This Wonderful Creation—Will Interest Talking Machine Men.

When the science of melody has reached its last stage of development and the human larynx has become a plastic thing in the hands of the surgeon and scientist there will be a Caruso in every flat in town and a Tetrizzini in every kitchen. The three-thousand-dollar high C will become almost common property.

And recently a great stride has been made in this study of the voice of man. Dr. E. W. Scripture, the pioneer in this science, whose name is famous, the world around among scientists, has just completed a machine for investigation of the vocal chords which he expects to use in the actual discovery of how each tone of the voice is created and discover incidentally just where defects lie, chart down these defects, note exactly how the big tones of famous artists are procured, and eventually perfect the science so that the voice may be brought to perfection and become not merely a "gift" but a properly acquired physical right of humanity.

In his investigations with Dr. L. Pierce Clark, Dr. Scripture discovered that the voices of epileptics, for instance, produce a chart that has a certain characteristic which the voices of normal humans avoid. With his voice-photographing machine—if it might be called such—he has picked out of 100 epileptics 75 who gave the epileptic voice chart so plainly that there could be no question of an actual physical means of the discovery of epilepsy having been made.

Dr. Scripture and Dr. Clark, seeing the great value of this discovery for the neurologists, immediately prepared a paper making it known and presented it to the New York Neurological Society. Outside of the value of the discovery for the alienists there is a humanitarian value in that a parent, fearful of hereditary epilepsy in his child, may have its voice charted, and if the epilepsy is denoted then begin early treatment for its eradication. Dr. Scripture says that even before the first epileptic convulsion the voice of the child will show whether it is the voice of an epileptic.

The news of this discovery is just reaching the outside world, for the little world of scientists is pretty well walled in from the timid and unscientific millions. No report of this event in science has reached the lay press until now.

In the little group of men bending their efforts for the fullness of scientific research into the mysteries of melody, Dr. Frank E. Miller offered a valuable suggestion. He thought that much might be found in the throat of Enrico Caruso, and Dr. Scripture forthwith went after the great tenor and soon had him in his laboratory a wondering but lamblike martyr to science.

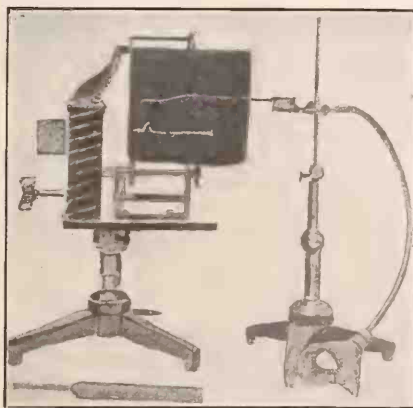
The tenor sang into the record machine, and

tivity of melody for the money he got. To record all of his singing in one of the operas would require enough material to print a number of volumes.

Dr. Scripture is not at liberty to give to the scientific world as yet the products of his study of the great tenor's voice, the voice of Emperor Wilhelm, the voices of great statesmen, poets, thinkers and others, but it is promised that they bring out physiological and psychological facts which would be as interesting to the lay world as to the scientific world.

Dr. Scripture has named his new machine for the voice "the tambour apparatus."

The picture shows the mouthpiece at its base. This is connected to a small metal cap, the tambour, the top of which is covered with thin rubber, which yields to puffs and vibrations. A lever connecting to the rubber reaches to a revolving drum of smoked paper. This goes at high speed, for an average number of vibrations to the second is about 435, and one or two words



THE TAMBOUR APPARATUS.

will require much space to chronicle. When this record is finished the sounds are measured, and between given spaces are studied the vibrations, the microscope being used, and from these observations the pitch is secured. Then a tracing of a voice's record is made and the curves appear, as in the illustration depicting the record made by Caruso. This is the record of a normal man.

## TO IMMORTALIZE TETRAZZINI.

Phonographic Record of the Diva's Songs to be Placed Sealed Under the Paris Opera House—Gift of Alfred Clark to Future Generations—Has Been Instrumental in Preserving Other Great Affairs.

A strange ceremony will be repeated in a few weeks in an underground passage of the Opera House in Paris, France. Then Mme. Tetrizzini's beautiful voice (for to be strictly accurate a phonographic record of it) will be buried solemnly, to remain silent, undisturbed for a hundred years. After three generations have passed to their tombs the record will be taken

fully accepted by the Minister of Fine Arts and the opera house officials, who were delighted with Mr. Clark's unique idea. The Government has decorated him in token of its appreciation.

Before a notable company, just a year ago, Mr. Clark gave records of the voices of Mmes. Patti, Melba, Schumann-Heink, Calve and other songstresses; of Caruso, Scotti and Plancon; of the wonderful Jan Kubelik's violin playing.

The casket in which these mute voices, these dumb records, repose under the opera house was scientifically sealed by direction of Charles Malherbe, keeper of the opera house archives.

Mr. Clark promised then to add to the collection from time to time, and the ceremony soon to be performed shows he is keeping his promise. Mme. Tetrizzini's voice will be the only new one laid away to charm the music-lovers of the year 2009, but records of new songs by Mme. Calve, Plancon and Renaud will be preserved.

## SYSTEM IS ORDER

And the Lack of It Chaos—Some Remarks Worthy of the Consideration of the Man Who Wishes to Succeed.

System is order, instead of chaos. It is the neatly arranged shelves, instead of the miscellaneous heap in the corner. It is music, instead of noise. It is the organized army, instead of the mob. It is calmness, instead of confusion.

The systematic man works according to method, instead of in a haphazard way. He proceeds logically, instead of helter-skelter. He knows where to find his things when he wants them. He knows the what, the why, the where, and the when, of every phase of his business. He knows the quantity of goods he has on hand, how much was ordered, how much is yet to come, how much it cost, who made it, and how the stock is being kept.

He can tell from his records how fast the goods are going, how long it would take to get a repeat order, and what extras there are to consider. He can show what he wrote last year, and what the other man said in reply. He can locate a trouble quickly, and remedy it effectively and permanently.

When he takes hold of a new proposition he can think clearly, because his mind is not clogged with the tangled threads of unfinished business, says Waldo P. Warren in his "Thoughts on Business." When he leaves the office he enjoys the assurance that something important has not been overlooked. When he retires at night he does not chase skywagons filled with the leftovers of a busy season. And when he rises in the morning it is with a clear head for another successful day.

## "TALKERS" FOR CORONER'S DEPARTMENT

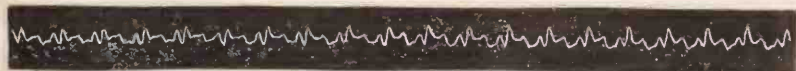
Many are the devices used by the police and subsidiary departments of a large city, but none is more interesting than the phonograph as it will be used by the coroner's department in Chicago. The phonographs will be used when possible in making records of the last denials or confessions of murderers about to pay the life penalty, and the dying statements of persons who have met with foul play. These records, in the actual voices of the persons deceased, will be filed away for reference or used in court as testimony.

## FRENZIED FINANCIERING.

Columbus Washington Johnson Smith—W'at's de price er dem watermelons, Mr. Jackson?

Mr. Jackson (cunningly)—Ten cents erpiece and I picks 'em; 20 cents erpiece and you picks 'em, Mr. Smif.

Mr. Smith—All right, Mr. Jackson. I gesses I'll take 'em all, and you picks 'em, ef you please!—Puck.



CARUSO'S HIGH C SANG INTO RECORD MACHINE.

a strip of his high C from the aria in the last act of "Trovatore" is shown in the illustration in this article. But this is but a tiny pinch from the end of the record, for so fine is the machine in recording every vibration of the human voice that this one note required a film 160 feet in length. Caruso was astounded at the result. He had a pretty good idea that he was doing considerable artistic work for his wages, but he had never an idea that he was giving such quan-

from its resting place and the voice which has delighted two hemispheres will sound again for people who, perhaps, may have forgotten even the name of Tetrizzini.

To Alfred Clark, a wealthy American, living in Paris now, belongs the credit of thus preserving those dulcet notes to which fickle fame might be deaf otherwise.

Mr. Clark has given to the French Government other phonographic records, which were grate-



## PROSPERITY IN MILWAUKEE.

Talking Machine Men Close One of the Best Holiday Seasons in Many Years—All the Leading Dealers Are Enthusiastic and the Pessimism of Nine Months Ago Has Wholly Disappeared—Post-Holiday Trade Has Also Been Active—Auxetophone in Concert—Talkers for New Year's Festivities.

(Special to The Talking Machine World.)

Milwaukee, Wis., Jan. 8, 1909.

That the holiday trade was never better in all of their experience is the general opinion of Milwaukee talking machine dealers. Business was especially satisfactory in both the retail and wholesale lines, and sales far exceeded even the expectations of the most optimistic. The fact that there are so many new records and new machines in the field did much to brighten up the trade and to create the big demand that was evident for several weeks before Christmas. The after-Christmas trade even took on ample proportions, and at the present time there is every indication that the revival in business will hold good for the year 1909. Dealers were never more pleased with the past and present trade and with prospects for the future than at the present time. While the heavy trade of the holidays will probably not be maintained, the prospects for the year are exceptionally bright. General business and industries of all kinds have practically returned to the normal once more, and the natural result is that money is more plentiful and people will continue to buy talking machines. Cash sales are becoming more frequent and payments down are daily growing larger, say the dealers.

"The holiday trade was remarkable," said Lawrence McGreal, the well-known retailer and jobber. "In all of the years that I have been in the talking machine business I have never experienced such a rush as we did during the recent holidays. Machines, records and attachments, all were in demand, and my dealers all over Wisconsin seem to have met with the same success. The prospects for the new year were never better for Wisconsin talking machine dealers."

"The Christmas business this year was so far ahead of that of 1907 that a comparison is ridiculous," said A. D. Herriman, manager of the Columbia Phonograph Co. "It was a pretty dilapidated and worn set of salespeople who gathered about after we had closed up Christmas eve, and each one was congratulating himself that the two following days, Christmas and Saturday, would be days of rest. The Saturday following Christmas, however, was anything but a day of rest, and from 8.30 in the morning until long after regular closing hours the retail force was on the jump, and the remark, 'I thought Christmas was over,' was a by-word all day. When we opened for business the following Monday morning there was not much left to sell, especially in the line of machines and cabinets, and right here you can put me down as saying that the new indestructible and double-disc records are the real champions, and have come to stay. It was noticeable that the majority of sales consisted of the better and higher-priced outfits, and the initial payments on installment sales were in excess of requirements, which goes to show that prosperity has returned and the outlook for the coming year is bright indeed."

Now that the holiday trade is out of the way and dealers about the State will have something in the nature of a breathing spell, efforts will be made to complete the organization of the new Wisconsin Talking Machine Dealers' Association, the initial steps in the formation of which have already been taken. The new Milwaukee Talking Machine Dealers' Association is proving to be a most valuable organization to the dealers and trade. While little was done during the holidays the association planned several features for the holiday trade which were highly successful.

F. K. Dolbeer, general sales manager; E. H. Phillips, manager of the credit department, and

Peter Weber, superintendent of the Edison establishment at Orange, N. J., spent a recent Sunday with Lawrence McGreal.

William P. Hope, Wisconsin and upper Michigan representative of the National Phonograph Co., is spending a few days in Milwaukee, after a holiday visit with his parents at Cedar Rapids, Ia. Mr. Hope reports that the holiday business was phenomenal, and that the Amberol records and Edison attachments were wonderful sellers. Mr. Hope believes that had it been possible to secure more Home attachments sales would have reached even greater proportions.

The Columbia Graphophone played a very important part in the "Me, Him and I" production which played Christmas week at the Alhambra Theater, this city. R. W. Craig, the comedian, has Columbia records made especially for him at the factory at Bridgeport, Conn., and these are used to good advantage. The Graphophone is down on the program as "My New Partner," and goes through its part with a good, loud, clear ringing voice which brings forth many favorable comments from the well-pleased audience.

Milwaukee dealers are well pleased that they are now able to secure all of the new Edison attachments as readily as they care for them. No trouble was experienced during the holiday season in this line, except that there was some difficulty in securing Home attachments.

George D. Ornstein, manager salesman of the Victor Talking Machine Co., spent Christmas with relatives at Milwaukee and incidentally called upon Lawrence McGreal.

E. K. Courneen, Wisconsin representative of the Victor Talking Machine Co., spent Christmas with his sister and mother at Rochester, N. Y.

Many New Year's festivals and watch parties at Milwaukee were given added interest by the fact that Lawrence McGreal had supplied them with Victor and Edison machines for the occasion. The Sylvester party given by the Milwaukee Press Club was made merry by a big Victrola furnished by Mr. McGreal, and the club members were entertained by Caruso, Scotti, Eames, Gadski and other operatic stars.

Milwaukee talking machine dealers are much interested in the campaign that is being directed against the nickel theaters. Following the action of Mayor McClellan, of New York, Mayor Rose, of Milwaukee, has ordered a thorough investigation of all establishments of the kind in the city. Safety in particular will be looked to, as these theaters are becoming so numerous in different sections of the city that the authorities must be vigilant in watching them. In addition there is an ordinance to prohibit "barking"

at the five-and-ten-cent theater entrances, and this bids fair to become a law. The measure has been acted upon favorably by the judiciary committee of the Common Council and will undoubtedly become a law.

The honors of a recent Sunday afternoon concert of Prof. Christopher Bach and his well-known Milwaukee orchestra were carried away by a Victor Auxetophone furnished by Lawrence McGreal. The idea of introducing a phonograph into a concert of this nature was a decided innovation in Milwaukee and was a daring venture upon the part of Professor Bach. That the introduction of the machine proved a happy one was proved by the great applause of the audience. The instrument carried songs by world-famous artists and accompanied by the Milwaukee orchestra, which found no end of difficulty in playing the part of accompanist. It was the universal opinion that the Auxetophone added to rather than detracted from the event. It is expected that the innovation will go far to settle the vexing problem of orchestra and soloist, and that the way will be paved for orchestra concerts without orchestra musicians.

## "TALKER" GUILTY OF SEDITION.

British Authorities in India Prevent Sale of Records of Seditious Utterances.

Sedition by "talker" is a novel menace with which the British authorities in India are confronted. It has just been discovered that a German firm of disc record makers sent a representative to India equipped with all the appliances for turning out talking machine records. On his arrival he is said to have got into touch with the sedition mongers whose activity the Indian Government is endeavoring to stem.

The effect produced on the rural population in the interior of Bengal by inflammatory speeches uttered in the vernacular by their own coreligionists is said to be amazing. The ignorant ryots believe that a god speaks to them through the machine, which turns out to be a far more dangerous vehicle of subversive propaganda than printed pamphlets. The sale of these seditious records has been prohibited by the government.

The latter, in spite of the new law, continue to make their appearance periodically in the native quarters of the Indian cities.

The man who is right behind the counter sees things that the man in the office never sees. Encourage suggestions from the people who come into direct contact with the public.

OUR

# VICTOR RECORDS

## Guaranteed Perfect

We have arranged for two entirely distinct and separate stocks of VICTOR RECORDS ONE RETAIL, ONE WHOLESALE. By this system we are enabled to guarantee our Wholesale Trade that they will receive from us VICTOR RECORDS in absolutely the same condition they are supplied us by the factory.

NOT RECORDS THAT HAVE BEEN USED FOR DEMONSTRATING MACHINES;  
NOT RECORDS THAT HAVE BEEN PLAYED FOR RETAIL PROSPECTS

But—

### Absolutely New Unplayed Records

We don't need to enlarge upon the advantages of this system. You will appreciate it. We originated the system of supplying the high-grade

### RED SEAL RECORDS IN SEALED ENVELOPES

This is appreciated by dealers in Victor Records, and we are sure the new method of filling wholesale orders from a stock which is in no way connected with our retail stock will be even more appreciated by them.

If You Want New Records, Send Us Your Orders

The Eastern Talking Machine Co., 177 Tremont St. Boston, Mass.

Original Distributors of Victors in New England

LARGEST STOCK — BEST SERVICE

Fifteen Years an Exclusive Talking Machine House





# New Victor Records for February

## Accompaniments by the Victor Orchestra

- 10-inch—60 cents**
- No. 5639 Under the Double Eagle March...Sousa's Band
  - 5634 Angel's Serenade (Violin-Cello Duet).  
Rattay and Heine
  - 5662 Mexican Dance (Habaneras).  
Octaviano Yanes
  - 5651 An Evening in Naples (Clarinet-Flute Duet).  
Christie and Lyons
  - 52011 "Joys of Spring" (Intermezzo). Whistling  
Solo .....Guido Gialdini
  - 52903 Carnival of Venice. (Xylophone Solo).  
Albert Muller
  - 5663 Intermezzo—Cavalleria Rusticana (Violin Imitation)  
.....Edith Helena
  - 5635 Hail Smiling Morn (Old English Glee).  
Whitney Brothers Quartet
  - 5643 The Song That Reached My Heart.  
Henry Evans
  - 5658 Kathleen Mavourneen.....Alan Turner
  - 5650 Brown Eyes, Good-Bye (March Ballad).  
Harry Macdonough and Haydn Quartet
  - 5653 Arab Love Song (from Marie Cahill's "Betty  
and the Boys").....Harry Macdonough
  - 5657 The Glow Worm.....Elise Stevenson
  - 5641 Frieda (from "Girls of Gottenberg").  
Elise Stevenson and Chorus
  - 5655 I Want Someone to Call Me Dearie.  
Miss Stevenson and Mr. Stanley
  - 5654 That Wasn't All (from "The Soul Kiss").  
Ralph C. Herz
  - 5661 Very Well, Then! (from "The Soul Kiss").  
Ralph C. Herz
  - 5640 I Used to Be Afraid to Go Home in the Dark  
(from "Miss Innocence").....Billy Murray

- No. 5626 When a Fellow's on the Level With a Girl  
That's on the Square (from "Talk of New  
York").....Billy Murray
- 5642 Pet Names (from "American Idea").  
Miss Jones and Mr. Murray
- 5659 Old Oaken Bucket—Parody.....Nat M. Wills
- 5637 Pauline, Otto and Fido (Descriptive Specialty).  
Miss Jones and Mr. Spencer
- 5652 Rainbow Medley—"Roses Brings Dreams of  
You," "Grandma's Days," and "Rainbow."  
Peerless Quartet
- 5636 The Darks and the Boys (The Walnut Story).  
Humorous Talk.....Edwin M. Whitney
- 5638 Uncle Josh and the Photographer (Yankee  
Talk).....Cal Stewart
- 5664 The Liars; or, My Uncle's Farm (Comic Dia-  
logue).....Golden and Hughes

### 12-inch—\$1

- 51726. Rose of Schiras Waltz (Valse Rosen).  
Sousa's Band
- 31727 La Paloma.....Sousa's Band
- 31724 The Cheerful Wanderer (Mendelssohn).  
Whitney Brothers Quartet

### New Victor Red Seal Records

- Five New Farrar Records.**  
**Geraldine Farrar, Soprano.**
- 87024 Robin Adair (Burns). 10-inch, \$2. In English.
  - 87023 Manon—Gavotte, "Obeissons, Quand Leur Voix  
Appelle" (Hear the Voice of Youth) (Mas-  
senet). 10-inch, \$2. In French.

- No. 88146 Manon—Adieu, Notre Petite Table (Farewell.  
Our Little Table) (Massenet). 12-inch, \$3.  
In French.
- 88144 Carmen—Je Dis Que Rien Ne Me Pouvante.  
(Micaela's Air, "I Am Not Faint Hearted")  
(Bizet). 12-inch, \$3. In French.
- 88145 Nozze di Figaro—Vol Che Sapete (What is  
This Feeling) (Mozart). 12-inch, \$3. In  
Italian.

### The Great Ernani Finale, with Battistini.

- Mattia Battistini—Emilia Corsi—Luigi  
Colazza—Aristodemo Sillich—with La  
Scala Chorus and Orchestra.**
- 92046 Ernani—O Sommo Carlo (Oh, Noble Carlos)  
Verdi). 12-inch, \$3. In Italian.

### Three Records by Ruffo, Italy's Greatest Baritone.

- Titta Ruffo, Baritone.**
- 92037 Hamlet-Brindisi (Drinking Song) (Thomas).  
12-inch, \$3. In Italian.
  - 92039 Barbieri di Siviglia—Largo al Factotum (Room  
for the Factotum) (Rossini). 12-inch, \$3.  
In Italian.

- Maria Galvany—Titta Ruffo.**
- 92500 Hamlet—Nega se Puoi la Luce (Love Duet)  
(Thomas). 12-inch, \$4. In Italian.

### Two New Records by Williams. Evan Williams, Tenor.

- 74126 Messiah—(a) Recitative—Thy Rebuke; (b) Air  
—Behold and See (Handel). 12-inch, \$1.50.  
In English.
- 74128 Martha—Like a Dream (Flotow). 12-inch,  
\$1.50. In English.

**Victor Double-faced Records. 10-inch 75 cents; 12-inch \$1.25.**

You ought to have every one of these records. We are advertising the complete list in our double-page advertisement in the leading magazines for February, and calling attention to them in our advertising in the principal daily newspapers throughout America on January 28. We are telling millions of readers that these new records can be had at all dealers on the simultaneous opening day, January 28.

Don't take chances of disappointing a single customer. Have the records asked for and you not only make a liberal profit, but increase your prestige as a progressive up-to-date dealer.

All *Victor Records* are of the highest musical quality and give the utmost satisfaction. Sell the people what they want and they'll come back regularly every month for the newest *Victor Records*.

**Victor Talking Machine Company, Camden, N. J., U. S. A.**

**Berliner Gramophone Co., Montreal, Canadian Distributors**

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

## INDIANAPOLIS A BUSY CENTER.

Dealers Wearing Broad Smiles, All Having Closed a Great Holiday Trade—Mayer & Co. and Joseph Joiner Recent Columbia Dealers—Big Demand for Victor Victrolas—Indiana Co.'s Great Edison Trade—Outlook Most Encouraging and Dealers Are Optimistic.

(Special to The Talking Machine World.)

Indianapolis, Ind., Jan. 6, 1909.

Talking machine dealers are wearing broad smiles. The talking machine business during the last two months has been excellent and the holiday business was far beyond expectations. Many say that the holiday trade was fully up to that of two years ago. There was an increased tendency toward buying the best machines and the best records and the class of buyers was somewhat different from that of previous years. There were just as many buyers from the lower and middle classes, but there were more from the best families. The talking machine business in Indiana during the last year probably ran ahead of the business in any other line of musical merchandise.

The Columbia Co. have been having unusually good sales on the double disc records. These have been on the market only a comparatively short time, but they have gone like hot cakes. The indestructible records also are meeting with great favor. There was such a rush at the store of the Columbia Co. that twice during the week before Christmas the stock in certain lines was exhausted, and these were lines in which a heavy stock is always carried. Mr. Devine, the local manager, ordered goods by express to make up the deficiency. He says that a remarkable feature of his business during the pre-holiday trade was the cash sales, which were considerably in excess of that of past years, while the cash payments on installment sales were unusually large.

The Indiana Phonograph Co., who handle Edison machines, report an unusually good business during the last year. This firm was not under the same management this year that it was last Christmas, but the owners were well pleased with the holiday trade and they had good reports from all their dealers out in the State. The business was good during the thirty days before Christmas. The Indiana Phonograph Co. have been unable to keep "Rainbow" records in stock. This selection has proved to be one of the most popular that has been presented in Indiana in many years. "We haven't a single

"Rainbow" record in the house," said the manager of the store; "and what is more, we are unable to keep them in the house. This record has been in demand in the rural districts as well as in the city." This company are also having a great demand for the latest combination types of the Edison machines which play the two-minute and the four-minute records.

The Kipp-Liuk Co., Edison dealers, who report a good business, are advertising that by means of an inexpensive attachment any Edison machine may be equipped to play a four-minute record. The four-minute records are proving a "hit" in Indianapolis.

Carlin & Lennox, who handle the Victor machine, report an excellent Christmas trade on talking machines and music boxes. The trade in Mira music boxes, it is said, was far better than had been expected.

Mr. Israel, of the D. Sommers & Co., who handle the Columbia line, reports that this was the best season he has ever had in the talking machine business. He says it has been demonstrated to him that the talking machine is an essential, and that every up-to-date installment house should handle talking machines. His great increase in business he attributes to the double disc and indestructible records.

The literary society of the Manual Training High School gave an informal dance Christmas week, and the music was furnished by a Columbia Twentieth Century machine. The music went to every part of the large auditorium. Special dance records were used and were greatly enjoyed by the young people.

Charles Mayer & Co., one of the largest novelty stores in the middle west, have put a line of Columbia machines in their big West Washington street novelty and silverware store. It is expected that it was interest a class of talking machine buyers who otherwise would not be reached.

Joseph Joiner, piano dealer, Massachusetts avenue, has added the Columbia line to his stock, and he reports that he had a brisk holiday trade in talking machines, including also Victors and Edisons.

Among the out-of-town talking machine dealers who called in the city Christmas week were: George E. Cook and L. L. Bair, of Anderson, Ind.; Francis T. Mezingo, Kempton, Ind.; C. M. Carter, Arcadia, Ind., and John H. Whitlock, Rushville, Ind.

The five-cent theatres and penny auditoriums have done an excellent business during the last month and are looking to a good business dur-

ing the next two months, when the regular session of the legislature will bring many country people to the city, and when many meetings of state societies will be held here.

The Mystic, on Pennsylvania street, has been featuring religious pictures. This is one of the theatres which was established to cater to the higher classes. In featuring religious pictures it has used a Columbia disc graphophone with special chimes record, "Lead Kindly Light." The graphophone was hidden behind a curtain and the chimes of a large bell served to draw the people to the amusement place.

The West Indianapolis five-cent theatre, which has always been a good paying proposition, has changed hands. This theatre, which was formerly under the management of John Ennis, is now controlled by John R. Truelock. Mr. Truelock is an experienced moving picture man, and it is expected that the theatre will be kept up to its usually high standard both as to attractiveness and in a financial way.

H. H. Myers, traveling representative of the Columbia Phonograph Co., spent Christmas with friends in Indianapolis.

Among the inquiries received by the Columbia Co. here during Christmas week was a card with the following: "Dear sirs: My hours are such that I cannot get to see you during business hours. I want to know the best price you will make on one of the mahogany graphophones in your window. Please call me up where I work and if possible send a man to see me. I want a machine and I want the one in your window, if it can be bought." This man was an engineer and he bought a \$65 BY Columbia graphophone. This is one of the cases in which a good sale is attributed directly to an attractive window.

## UDELL'S DISPLAY AT GRAND RAPIDS.

Will Show Their Full Line at the Furniture Exhibition This Month.

The Udell Works, of Indianapolis, Ind., will make a handsome display of their full line of cabinets for talking machines, sheet music and piano-player music at the Furniture Show, to be held in January in Grand Rapids, Mich. They will have the same space on the fourth floor of the Furniture Exhibition Building as before, and many new things in disc and cylinder cabinets will be shown that will doubtless interest the trade. Notwithstanding the depression of the past year the Udell Works have closed a most satisfactory business. They start in the new year with a busy plant and splendid prospects.

## INDIANS LIKE THE TALKER.

Dance Around a Talking Phonograph in Wild-eyed Amusement.

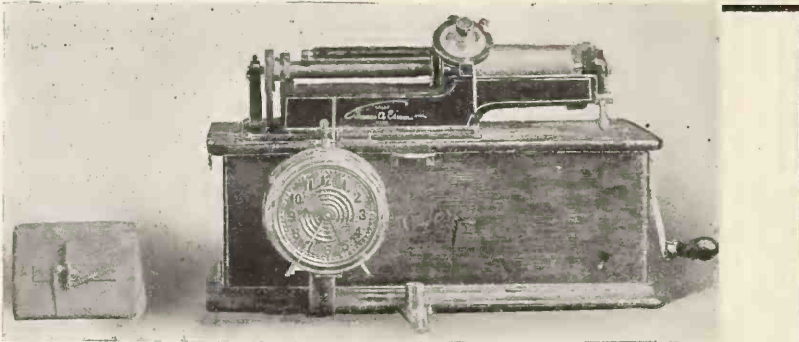
(Special to The Talking Machine World.)

Hobart, Okla., Jan. 6, 1909.

Chief Lone Wolf, head of the Kiowa Indians, has taken a great liking to "canned" music. Recently he took a phonograph and some blank records among his people and had a number of his tribesmen talk and sing into the instrument. He then had the machine run off the newly made records much to the delight of the Indians who danced about the machine and eyed it with amazement.

The Chelsea Phonograph Co., Chelsea, Mass., who formerly conducted a talking machine business at 219 Summer street, Lynn, and also at 33 Washington avenue, Chelsea, will hereafter be located at 429 Broadway, Chelsea, Mass. This company carry a complete line of Edison phonographs, Victor talking machines, records and supplies of all kinds. Morris Robinson is manager.

A good deal of time is wasted in idle visiting. Find out what your visitor knows that you do not know and talk about that subject. Every man knows more about something than you do.



Patented

## The Ravenskilde Talking Machine Starter

FOR EDISON AND ALL OTHER TALKING MACHINES

THE NOVELTY OF THE CENTURY

Put a record on the machine and set the clock at the time you want the record played. It will wake you to the sound of music divine or of any shout or remark you may have dictated into a blank record.

It's more than an Alarm Clock.  
It will surprise and startle evening guests.  
As a trade attractor in the store it is unexcelled.

It sells itself.  
Can be operated by a child.  
Is a perfect device. Does not get out of order

RETAIL PRICE, \$5.00

Order sample to-day. If not satisfactory send it back and money will be refunded.

## P. M. RAVENSKILDE

Patentee and Sole Manufacturer

CABERY, ILL.





## Quality

That's the big idea behind the *Victor*, the thing that has made the *Victor* business what it is to-day.

Quality has placed the *Victor* in a class by itself—has put it above competition.

That's the kind of instrument you are handling, Mr. Victor Dealer.

Make use of this "quality" idea. It will help you to build up your business, to make the most sales and the greatest profits, to add to your prestige, to establish yourself firmly with music lovers and people of wealth and refinement.

## 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.	El Paso, Tex.....	W. G. Walz Co.	Omaha, Neb.....	A. Hospe Co. Nebraska Cycle Co. Piano Player Co.
Altoona, Pa.....	W. H. & L. C. Wolfe.	Escanaba, Mich.....	Grinnell Bros.	Peoria, Ill.....	Chas. C. Adams & Co.
Atlanta, Ga.....	Elyea-Austell Co. Phillips & Crew Co.	Galveston, Tex.....	Thos. Goggan & Bro.	Philadelphia, Pa.....	Sol Bloom. Louis Buchn & Brother. J. E. Ditson & Co. C. J. Heppe & Son. Musical Echo Company. Penn Phonograph Co., Inc. Western Talking Machine Co. H. A. Weymann & Son.
Baltimore, Md.....	Cohen & Hughes. E. F. Droop & Sons Co. H. R. Eisenbrandt Sons. Wm. McCallister.	Grand Rapids, Mich.....	J. A. J. Friedrich.	Pittsburg, Pa.....	C. C. Mellor Co., Ltd. Standard Talking Machine Co.
Bangor, Me.....	M. H. Andrews.	Honolulu, T. H.....	Bergstrom Music Co.	Portland, Me.....	Cressey & Allen. Portland Talking Machine Co.
Birmingham, Ala.....	E. E. Forhes Piano Co. The Talking Machine Co.	Indianapolis, Ind.....	Kipp-Link Phono. Co. C. Koehring & Bro.	Portland, Ore.....	Sherman, Clay & Co.
Boston, Mass.....	Oliver Ditson Co. Eastern Talking Machine Co. M. Steinert & Sons Co.	Jacksonville, Fla.....	Alexander Seewald Co.	Richmond, Va.....	The Cable Co. W. D. Moses & Co.
Brooklyn, N. Y.....	American Talking Machine Co.	Kansas City, Mo.....	J. W. Jenkins Sons Music Co. Schmelzer Arms Co.	Rochester, N. Y.....	The Talking Machine Co.
Buffalo, N. Y.....	W. D. Andrews. Neal, Clark & Neal Co.	Lincoln, Neb.....	Ross P. Curtice Co.	Rock Island, Ill.....	Totten's Music House.
Burlington, Vt.....	American Phonograph Co.	Little Rock, Ark.....	O. K. Houck Piano Co.	Salt Lake City, Utah.....	Carstensen & Anson Music Co.
Butte, Mont.....	Orton Brothers.	Los Angeles, Cal.....	Sherman, Clay & Co.	San Antonio, Tex.....	Thos. Goggan & Bro.
Canton, O.....	The Klein & Heffelman Co.	Memphis, Tenn.....	E. E. Forhes Piano Co. O. K. Houck Piano Co.	San Francisco, Cal.....	Sherman, Clay & Co.
Charlotte, N. C.....	Stone & Barringer Co.	Milwaukee, Wis.....	Lawrence McGreal.	Savannah, Ga.....	Phillips & Crew Co.
Chicago, Ill.....	Lyon & Healy. The Rudolph Wurlitzer Co. The Talking Machine Co.	Minneapolis, Minn.....	Minnesota Phonograph Co.	Seattle, Wash.....	Sherman, Clay & Co.
Cincinnati, O.....	The Rudolph Wurlitzer Co.	Mobile, Ala.....	Wm. H. Reynolds.	Sioux Falls, S. D.....	Talking Machine Exchange.
Cleveland, O.....	W. H. Buescher & Sons. Collister & Sayle. Eclipse Musical Co.	Montreal, Canada.....	Berliner Gramophone Co., Ltd.	Spokane, Wash.....	Eiler's Piano House. Sherman, Clay & Co.
Columbus, O.....	The Perry B. Whitsit Co.	Nashville, Tenn.....	O. K. Houck Piano Co.	St. Louis, Mo.....	Koerber-Brenner Music Co. St. Louis Talking Machine Co.
Dallas, Tex.....	Thos. Goggan & Bro.	Newark, N. J.....	Ball-Fintze Co.	St. Paul, Minn.....	W. J. Dyer & Bro. Koehler & Hinrichs.
Dayton, O.....	The Fetterly Piano Mfg. Co.	New Haven, Conn.....	Henry Horton.	Syracuse, N. Y.....	W. D. Andrews.
Denver, Colo.....	Hext Music Co. Knight-Campbell Music Co.	New Orleans, La.....	Nat'l Auto. Fire Alarm Co. Philip Werlein, Ltd.	Toledo, O.....	The Hayes Music Co. Whitney & Courier Co.
Des Moines, Iowa.....	Jones Piano Co. Harger & Blish.	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. The Jacob Music Box Co. Landay Brothers, Inc. The Regina Co. Stanley & Pearsall. Benj. Switky. Victor Distributing & Exp't Co.	Washington, D. C.....	John F. Ellis & Co. E. F. Droop & Sons Co.



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**IMPORTANT.—** Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

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**NEW YORK, JANUARY 15, 1909.**

IN reviewing the business industry, of which this journal is the exponent, it must be admitted that during 1908 conditions were far from pleasing. Talking machine men had to suffer from the depression in business which affected all trades, but beyond this they had the added troubles which came from disturbed inner trade conditions; in fact, during the entire year there has been a feeling of unrest in talking machine circles. Changed conditions and restrictions imposed have all had the effect to disturb the trade in the talking machine line, and when everything is taken into consideration 1908 was a year filled with business disappointments.

Perhaps the talking machine men, on the whole, have been no greater sufferers than the men in other lines, but we have all had enough to make us sit up and take notice. There is no doubt about that. But let us forget it. Let us turn to the new year with confidence and with a fixed belief that things will move along all right during the next twelve months—that is, if we will all help them to move.

A YEAR ago the currency panic obtruded its terrifying effect upon a supersensitive people, many of whom were frightened into extreme measures of hoarding money. Currency and legal tenders were so difficult to get that substitutes for money were made with more or less disturbance to confidence. It seems peculiar now even, when we look back upon it, that such conditions could have existed, but, quite natural, such a panic was followed by extreme industrial depression and the country was filled with foreboding. Then, too, we were getting ready for the big presidential struggle, and, of course, that retarded business, and, in fact, when we commence to review the situation a dozen elements at once come to mind which helped to block the wheels of progress during 1908. So, perhaps, as the great Talleyrand once said of the "Reign of

Terror," the most remarkable thing was he lived through it. We, too, have lived through the troublous times of 1908 somehow, and now thank heaven and Taft the indications point to a complete resumption of manufacturing and general business. Trade in all lines has received an impetus, and the railroad reports for December show an increase in the transportation of products and goods. The improved business conditions mean increased labor demands on all sides and a greater investment of capital, so let us not return to last year's business page. Let us close the book and leave it closed. Let us remember that the world demands good work in its development from each one of us, and let us figure that we may all contribute in a greater or less degree toward the complete restoration of business confidence. Let us remember that real progress is moving ahead, and let us remember we can all contribute toward assisting business on its onward and upward march.

SPECIAL attention is directed to a new feature of this publication designated the "Side Line Section." This is not a new idea, but one which has been carefully planned. For some months past we have conducted a feature of this paper a "Side Line Department," and advertisers who exploited their product in this particular department were successful in securing from talking machine men a goodly number of orders. Encouraged in this direction, we figured upon the establishment of a separate section which would give a broader and more comprehensive representation to the special products which can be harmoniously blended with the talking machine line. There are thousands of dealers who read The Talking Machine World regularly, who are naturally desirous of increasing their incomes, and many of them have ample space in their establishments which can be conveniently utilized for the display of special products and novelties. These have the power to attract trade in the business establishment, and the profits on the sales made help to defray fixed overhead charges and bring money storeward and supply talking machine men with a new trade with which to increase their business. Relying on one line of goods gives but one feeder, but when a number of specialties are sold it follows quite naturally that more money will be brought to establishment than if the sales are confined to one line exclusively. Everything which can contribute to increase the income of business men is certainly desirable, and there are a number of specialties offered in the "Side Line Section" which can with advantage be handled by talking machine men. These do not require a large investment, and the possibility of salesmaking is extremely good. By all means consult this new feature of The World, because it is put forth with a view of creating new business and new profits for the readers of this publication.

THE talking machine industry has established a record for legal encounters, and it is said that in this limited industry more than half a million dollars have been expended for litigation during the past few years. Surely that is a snug amount, and from present indications it will be increased materially, for there are a number of matters to be settled before the courts, which will probably be brought to point of issue during the present year. It would seem,

too, that some of the matters which are now before the courts will have a far-reaching effect upon the future of the industry.

A MOST singular feature in connection with the sale of talking machines during the past twelve months of unprecedented dulness is the fact that high-priced machines and outfits have been steadily gaining demand. In fact, there has been such an insistent demand for the outfits which cost from \$100 to \$300 that the manufacturers have been unable to keep pace with it. It was felt by some that there was considerable doubt about the American people being willing to pay high prices for talking machines, but what has been the result? The higher the price the greater the demand, and there seems to be no limit to this branch of the trade. Plans are now being made to take care of the high-grade trade for the new year. Those who were sceptical at first admit that this demand has come to stay, and there is no more speculation as to whether the people will buy high-grade talking machine outfits or not. The record for the past twelve months has settled that, and no query mark can be placed after high-priced machines. Quality trade is a trade to be sought for and located if possible, and the greater the number of high-priced outfits put forth the greater the respect for the talker.

THE enormous advertising which the Columbia people are doing along lines of double-disc publicity is having the anticipated result in increasing the demand for the two-sided records. When double pages, back covers and single covers are secured in the leading magazines to exploit a special product, it would be strange indeed if the demand for the advertised specialty did not grow with surprising rapidity. The advertising campaign of the Columbia Co. is a most extensive one, and it shows that the battle of the records is now on in deadly earnest. The Columbia plan of exclusive representation, too, is creating a stir in trade circles.

THE Talking Machine Jobbers' Association under competent official direction has made satisfactory progress during the past year. A number of important matters have been taken up and discussed by this organization, and those who are fully acquainted with its accomplishments realize that it is a strong power for the good of the industry. A variety of subjects are now being considered by this association, which will be announced later. An organization of such character which stands for the general good of the trade should be warmly supported, and should have on its membership roll practically the entire trade. Just keep your trade eye on this organization.

CERTAIN handwritings on the trade wall indicate important changes which will be likely to occur in the talking machine circles before the year shall have advanced many moons. A little bird also whispers that new concerns will be formed, so that it is possible new competitive conditions will be created in this industry before a very long period shall have elapsed. Just what there is pending will be announced in due time in the columns of this publication. Judging from indications there will be plenty of things of interest happening, which will keep the trade tongues wagging at a good lively rate.



## TRADE ON THE PACIFIC COAST.

Dealers Experience a Decided Improvement in Business—Columbia Co. News—Eilers Music Co. Make Pleasing Report—Kohler & Chase to Discontinue "Talker" Department in Seattle—Wiley B. Allen Co. Activities—Sherman, Clay & Co. Stock Cleaned Out During Holidays—The New Bacigalupi Quarters.

(Special to The Talking Machine World.)

San Francisco, Cal., Jan. 3, 1909.

Since the first of December there has been no complaint of dullness among the talking machine dealers in any part of the Pacific Coast territory, the difficulty in general being to provide a sufficient supply of goods to fill the insistent holiday demand. Reports of an excellent business in all lines of machines and records have come in from north and south, while the local dealers have their hands full. The business shows an immense improvement over the last holiday season, and some of the dealers in the city say they have never seen anything like the rush which has prevailed for the last two weeks. The rush of wholesale business may be partly attributed to the conservatism of the trade earlier in the season, which left them short of stock just when it was needed most.

Chas. E. Brown, otherwise known to the coast trade as "Talkophone" Brown, is again in the city after a visit to his store in Spokane, Wash. He says that some of the local dealers may think that he is canned and labeled, but he is still alive, and will show them a thing or two after the first of the year which had not been dreamed of in their philosophy. The trade is waiting to see what will happen.

Byron Mauzy received another shipment of the new Zonophone records a couple of weeks ago, and is now carrying the complete catalog. Now that the first demands of the trade are filled, it is less difficult to keep stock on hand, though they are still large sellers.

Large shipments of the new Columbia records have been coming in since last month, and the coast department is now well supplied with most of the catalogs, though there are quite a lot of numbers which it is almost impossible to keep in stock. The dealers throughout the country have been in a great hurry to get stock for the holidays, many orders coming in by telephone during the week before Christmas, and sales for the month would have been considerably larger if the supply of the most popular records had been on hand. P. H. Beck, manager of the San Francisco store, states that a larger business was done this year up to December 20 than during all last year. The holiday business of the coast department was the best the company has ever had, and the outlook for the next few months is decidedly good. The new \$65 Columbia machine, type BY, with a mahogany cabinet, has appeared on the coast, and is proving a big seller. Many good-sized orders were taken before the stock was received, and deliveries are now being made as fast as possible. Edmund Cyrus, one of the outside men, is now in for the holidays, but will go out again by the beginning of next week. Mr. Beck will also probably take the road early in January, and expects to place a lot more exclusive agencies. It is expected that the San Francisco store, which is now on Van Ness avenue, will be moved down town during the spring or summer, though no arrangements have yet been made. The lease on the present location does not expire until next March, and no move will be made before that time.

Hy. Eilers, of the Eilers Music Co., is spending the holidays at the San Francisco store. He gives a very encouraging account of the talking machine business of his stores throughout the north. The D. S. Johnston Company, in which Mr. Eilers is largely interested, has had the lower floor of its store in Tacoma, Wash., remodeled in order to give more room for the talking machine department. This department formerly occupied the balcony, but the business has developed beyond the capacity of the former equipment. The talking machine department of the

Eilers Music Company in this city has been placed in charge of the Standard Phonograph Co., which formerly operated the department of the Fillmore street store. This company also has two stores in Oakland. The Eilers department is in charge of Mr. Peel, and probably carries as complete a stock as is to be found on the coast, practically all lines being kept on hand. Mr. Peel states that the December business has been most satisfactory.

Geo. Q. Chase, of Kohler & Chase, is now visiting the Seattle store. The talking machine department of that branch is to be discontinued. C. M. Jones is now manager of the department in the San Francisco store, having charge of both wholesale and retail business. The department is being thoroughly reorganized, and some big developments are promised after the first of the year. The company reports a fine business for the last few weeks, and has had a large sale of new records.

The Wiley B. Allen Co. report an immense business in talking machines at the San Diego store the past month. The Los Angeles store, which recently put in a department, has also done very well. Little is being said at present about the talking machine department which will be installed in the new store in San Francisco, but this company are expected to cut quite a figure in the local trade as soon as the business is started.

For the last month Sherman, Clay & Co. have had a great run on talking machines, and the force in this department has had to work overtime, though everybody that could be was pressed into service. Mr. McCarthy states that the holiday business was the biggest in the history of the company. By Christmas the stock was practically cleaned out in many lines, very few Victrolas being left, and a great business has been done in all lines of Victor machines. Mr. McCarthy says the new double Victor records have not caused any great stir, though they have been on hand for several weeks, and are selling fairly well. Mr. McCarthy was actively interested for the last week in making the downtown New Year's celebration, the first to be held in the old business district since the fire. He was on the celebration committee of the Permanent Downtown Association, and took an active interest in the affair.

Benj. Curtaz & Son report a good all-round holiday business, though they expect to beat it next year, when they will be in their new building on Kearny street. With them, also, there has been an unusually large demand for Victrolas.

It will probably be well toward the end of

January before Peter Bacigalupi & Son are able to occupy their new Market street store, though work has been rushed in the effort to have the place ready by the first of the year. The retail department will have seven large demonstrating rooms, and a number of other features are being prepared. Mr. Bacigalupi states that the Edison Amberol records have been large sellers throughout the month. The company has made a special offer for outside retail trade, as a result of which many orders have been coming in by mail.

## VALUE OF WINDOW DISPLAY.

Robt. N. Watkin, of the Will A. Watkin Co., Dallas, Tex., Gives Excellent Advice on This Subject of General Importance.

Robert M. Watkin, secretary of the Will A. Watkin Co., Dallas, Tex., had the following to say on the subject of securing attention by window display in a recent issue of *The Retail Merchant*, of that city, which should prove interesting to dealers in talking machines and side lines:

"A store window offers the cheapest advertising a merchant can employ. Windows are often preferred to newspaper space because the results are quicker and surer; because showing an article will sell it more quickly than a printed description. Then, too, it is already an asset, as the rent is being paid just the same whether the window is used or not.

"The merchant is judged largely from the appearance of his window. Hence, the window should always have a fresh appearance and with this in view, they should be redressed regularly with strong attractive displays. The window displays need not necessarily be elaborate, for some of the most effective are simple and inexpensive.

"Put some definite idea into your display. Don't crowd too much into it. A variety of articles is often passed unnoticed where a few articles strongly presented will attract immediate attention. A good window display is one that associates the goods with some other person or event of current interest to the passerby, not in any way connected with the idea of buying or selling. In this manner you command attention and it is a recognized fact in salesmanship that if you can secure a person's attention, a good part of the work is already accomplished."

The Phillips & Crew Co., Savannah, Ga., have been giving a number of successful recitals in Lawson Memorial Hall, that city, at which the Victor talking machine and Steinway piano played prominent parts.

# A Business "Because"

¶ To the Dealers of Michigan, Northern Ohio, and Northern Indiana, we send a solicitation for business on the plain business basis of giving the best possible service.

¶ We are safe in the statement that we can fill your orders immediately on receipt; that we can ship goods to you the same day in which we receive your order. We know we carry the most complete lines known to the jobbing trade. It is an exceedingly rare occasion when we are "out" of anything.

¶ You may send your orders to us by mail, or wire, or give them over the Long Distance Telephone, at our expense, and you will find us just as prompt in attending to your wants as we claim to be.

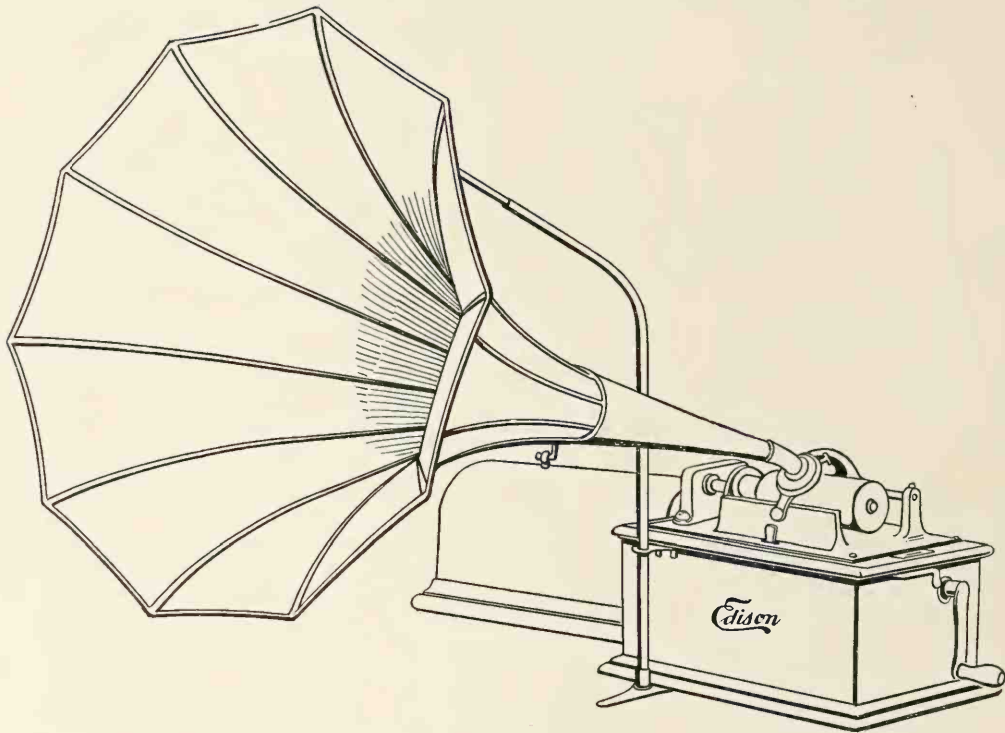
¶ Another thing; in every line our goods are new. We are abreast of our business every minute. As soon as anything new presents itself, we have it.

¶ 1909 is going to be, we believe, a good year and so every dealer should stock up well—not only be prepared for trade that comes but go after it and come to us to supply the goods.

## American Phonograph Co.

106 Woodward Avenue, Detroit, Mich.

# Have You The Amberol Record Attachments And Are You Putting Them On Phonographs Already Sold?



Every time you equip a Phonograph with the Amberol Attachments you create a new Amberol Record customer.

These attachments are easily put on and they pay you a profit. A Phonograph equipped with them will play both Amberol Records and the regular Edison Records.

So, in making Amberol Record customers of present Phonograph owners, you also retain their trade as standard Edison Record customers.

The new types of Phonographs are all equipped to play both styles of Records—an advantage that wins the choice every time.

You should see that your line is complete on instruments and both styles of Records; also that every Phonograph you have sold is brought up to date with the Amberol attachments.

The demand for Amberol Records grows as people hear them and the profit to you is big.

With the attachments, the Amberol Records and the new types of Phonographs, you ought to have everything your own way this year.

Edison jobbers are all supplied with the new goods. Write the one nearest you.

**National Phonograph Company,** 59 Lakeside Avenue  
ORANGE, N. J.



# Have You The New Amberol Records And Are You Demonstrating Them?



Once your customers hear an Amberol Record a sale is made.

There is nothing in records that compares with them. Their long playing time is an argument. Their sweet tone is another, and the high grade of music and songs they offer is another.

An Amberol Record furnishes four minutes of delightful entertainment, without record-changing. That is twice the playing time of the standard Edison Records and a longer playing time than any other kind of record affords.

The tone of these new records is remarkable for its clearness, richness and fidelity and

the selections are the work of the best talent obtainable.

Not since the perfection of the Phonograph has such a powerful selling argument been given the dealer as that represented by Amberol Records.

You should make the most of it. You should carry a complete stock of both Records and Phonographs. You should advertise them and demonstrate them. They represent your best opportunity for increasing sales during 1909.

Begin the year with a complete line. There is an Edison jobber near you who will be pleased to fill your orders.

**National Phonograph Company,** 59 Lakeside Avenue,  
ORANGE, N. J.

### THE VALUE OF NEATNESS.

This Art Is a Necessity in the Talking Machine Business and Should be Cultivated by All Dealers Who Would Achieve Success.

Mr. Dealer, a word with you!

Is your place of business as attractive as your home? If not, why not?

This is a serious question and one well worth deep thought. For the success of the "talker" fraternity and the advancement of phonographic melody, it is imperative that the setting in which this melody is given should be an appropriate one. Think for a moment of the exquisite surroundings in which grand opera is heard. The dainty decorations, the air of refinement and culture which exudes from every pillar and balcony, exhilarate even before the curtain ascends. Should not your store which is a grand opera house in miniature a place where the golden voices of the great song birds warble as sweetly as they do in the palace of Hammerstein, be in harmony with the goods you sell?

The jobber may say that he caters to the dealer only, and that he has no time to devote to unnecessary display. He is right to an extent, but, there are very few jobbers who do not have more or less retail business as well, and as this is the branch of his trade from which the greatest margin of profit springs, it is imperative that it should receive its full share of attention. The only way to draw retail trade from the class of people who really count—the purchasers of operatic records—is to make your establishment neat, attractive and homelike. Have a window display that will compel Miss Society, down town in her electric brougham on a shopping tour, to step forth and admire, and this accomplished to her satisfaction, to come in and buy. Feature your opera selections in the way they deserve by having neatly framed pictures of the artists, whom she worships, upon your tinted walls. If you do this, your fair visitor will be sure to express her delight. Then she will recline in the easy chair you draw out for her



AN ATTRACTIVE WINDOW.

reception, and pleased and comfortable, select at her leisure the records desired.

I happened in one of Philadelphia's most attractively appointed "talker" shops the other afternoon and witnessed just such an event as I have described above. A stylishly gowned young lady entered and began by congratulating the dealer upon his beautiful store. Then she asked to hear the following grand opera records: Sextette from Lucia, Quartette from Rigoletto, Plaisir d'Amour and Favorita. She was delighted with their superior tone and purchased them all, her bill amounting to \$17.00, and she was not in the store more than a half hour.

"I never go into ordinary talking machine places," she remarked in parting, "but when I peeped in your window and saw the cozy room behind it, I could not resist. I shall surely come again very soon. Thank you so much for your courtesy," and with a rustle of silken skirts, she was gone.

It was the neatness and general refinement of the establishment that captured this customer, Mr.

Dealer, and in closing, I want to ask you a question: If Miss Society happened to glance in your window to-day, would she favor you with a call?

HOWARD TAYLOR MIDDLETON.

### MENTAL CURE FOR MALADIES.

How the Talking Machine May be Adapted to Some Purpose in These Days of the Emanuel Movement and Christian Science.

Are you insane? Try music. That is the sovereign cure for maladies of the mind, according to Miss Jessie A. Fowler, who spoke on the subject before the Rainy Day Club in the Hotel Astor recently. Miss Fowler has a kind of music for nearly every phase of aberration. Here, for example, is her catalog:

For simple mania, or just ordinary insanity, a few doses of slow, dreamy music on the talking machine. She did not specify in this regard, but it was noticeable that she didn't mention the "Merry Widow" waltz, which, although considered slow and dreamy, probably has made more lunatics than it has cured.

For acute mania, where the mind is agitated and one is inclined to violence, a moderate application of Beethoven's Moonlight Sonata has been found efficacious. Miss Fowler did not say whether this had anything to do with the ancient theory of the effect of the moon on the mind. Melodies like "Drink To Me Only With Thine Eyes" are also suggested, although, on account of the well known harmful effect of liquor on the brain, too much of this is forbidden.

For melancholia, what Miss Fowler calls "bright, quick" music must be applied. In this class one may try a teaspoonful of such lyrics as "I Like to Have a Lot of Little Girls Around Me" or any of George Cohan's works. Pieces like Chopin's "Marche Funebre" and the "Ave Maria" are not good in such cases.

For cases of paralysis—Miss Fowler neglected to say whether she meant paralysis of the mind or body—strong doses of Wagner are recommended. The "Ride of the Valkyries," for example, is calculated to awaken the dead, and certain parts of "Parsifal," although known on occasion to have had a somnolent effect upon certain kinds of minds will prove highly beneficial to those in whom all feeling is dead.

### DR. BELL'S NEW FLYING MACHINE.

Dr. Alexander Graham Bell, who with C. A. Bell and Sumner Taintor, was interested in the invention of the graphophone, is reported to have completed a new flying machine. Dr. Bell is famous as an inventor and scientist. He was associated in Edinburgh and in London university, and upon coming to America in 1870 first went to Canada, but settled in Boston a year later, becoming professor of vocal physiology in Boston university. Soon after his investigations began that led to the invention of the telephone, the patent for which was granted in 1876. Various universities have conferred degrees upon Dr. Bell, who also is an officer of the French Legion of Honor, and he is a member of various scientific organizations and regent of the Smithsonian institution. His home is in Washington, and he has an extensive summer home at Sydney, Cape Breton, where he has just completed his new aerodrome.

### PARCELS POST TO AUSTRIA.

On January 1, 1909, a parcels post arrangement between the United States and Austria (not including Hungary) went into effect. Under this agreement parcels to be exchanged between the two countries must not weigh more than 11 pounds, measure more than 3 feet 6 inches in length, nor 6 feet in length and girth combined. Postage must be prepaid at the rate of 12 cents per pound or fraction thereof. If necessary, a delivery charge not exceeding 5 cents will also be collected of the addressee on delivery of the parcel.



## It's So Easy

Yes, it is not only easy to learn a foreign language by the I. C. S. system—the easiest and most perfect way in the world—but it is also easy to sell I. C. S. language outfits. It is easy to sell them to people who are tired of their machines as an amusement device and will be glad to turn them into a source of profit. It is easy to sell them to persons going abroad and who otherwise desire to learn a language for the sake of the knowledge of it alone. It is easy to sell it

to men and women who desire to qualify for positions as translators and foreign correspondents. It is easy to sell it to foreigners, in order that they may learn to speak English. In fact there are a great many sound reasons why it is easy to sell the

### I.C.S. LANGUAGE SYSTEM

WITH  
Thomas A. Edison  
PHONOGRAPH

Do you sell I. C. S. Language outfits? If not, why are you thus neglecting such an important and profitable field of your work? Why are you thus absolutely throwing away at least one-third of your business? The Phonograph system of language instruction is now recognized as an educational factor of great importance and the demand for this sort of language instruction is growing by leaps and bounds. The I. C. S. system is undoubtedly the one of the greatest merit obtainable today. Write us a postal now for further particulars.

## International Correspondence Schools

Box 918, SCRANTON, PA.



**THE GOOD CHRISTMAS SALE.**

How Salesman Franklin's Heart Was Touched by the Condition of a Poor Widow and Her Son—Provided With Christmas Music at the Expense of a Fancy Vest.

Edward R. Franklin decided he might order it. He had inspected, through the window of the Universal Clothing Co., the fancy material marked "Vest, \$7.50," every morning this week, but his mind was not settled till to-day. But this morning he had told himself that he did not spend a great deal on his own person, and that the waistcoat might help him along in making sales. So in he went, got measured, and ran out of the store just in time to catch the car which was to carry him and his neat black carrying case to his territory for the day.

Not many hours passed before a heavy rain caused our young friend to take refuge in a small house in a big field.

It wasn't a pleasing Christmas picture he found there.

Just a poor old widow eking out an existence in company with an only son, bed-ridden since childhood with an incurable spinal complaint; but she was able to entertain her visitor: oh, yes—her good, dear husband had bought a "plate talking machine" the year Willie was born, and only a few months before his own life had been crushed out in a coal mine. They had never had any new records since; they simply could not afford them, but she hoped some day to be able to buy some. Willie loved the machine so! Let her put on "Mendelssohn's Spring Song." Willie liked to hear that as he lay in the other room, and she would go and do a little washing in the yard, now it had stopped raining, if the gentleman would excuse her.

Edward R. felt a sort of choking in the throat as he listened to the sweet strains of the "Spring Song" coming faintly from the poor, worn record. How gently he lifted the lid of the box that held the remaining cracked, chipped and seedy-looking

records, and then how quickly he opened his own smart carrying case and seemed to lift something heavy out of it, and place it in the box so often touched by loving hands.

He had to go then. He told the old widow the rain had been a nuisance—he had so much to do.

\* \* \* \*

Edward R. Franklin walked briskly into the office, and in reply to the manager's inquiry, said he had had some fair sales and placed a small pile of bills on the cashier's desk, as he made out his sales' slips.

"That's a pretty fair sale," said the manager, glancing over the items, "twenty records to one man."

"Yes, sir; the poor fellow is a cripple."

"That's bad; good thing he's got money."

"Yes, sir. May I use the 'phone?'"

"Why, of course."

"2684 R, please. Hello! Is this the Universal Clothing Co.? Well, this is Edward R. Franklin. Will you kindly cancel that order I gave you this morning for a vest? Right! Much obliged. Good-bye. ERNEST WERNINCK.

**"THE WOLF" THRILLS THE WEST.**

Scene of Fight in Which the Howling of Wolves Is Reproduced by Talking Machines.

During its recent visit to Denver, Colo., that intense drama of the Northwest, "The Wolf," written by Eugene Walter, a former newspaper man of that city, caused quite a sensation, and much favorable mention. Of course the fact that the author was a Denver man won for it a special consideration, but it was the howls of real wolves, heard in the play, that amazed old-time ranchers. The play works up to a duel to the death in the dark between the two principal characters accompanied by the howl of wolves, which is almost blood curdling. This realistic effect is secured by means of the talking machine. It will be remembered by readers of The World that records of the howls of real wolves were

taken specially for this play and they have added much to the real Bowery or Drury Lane "thrill" occasioned by the performance.

**MISCHA ELMAN'S SUCCESS.**

Not in many years has a violinist scored such a success in New York as has Mischa Elman, the young Russian, who has been arousing great enthusiasm, both at his recitals and at the Sunday evening concerts at the Manhattan Opera House. Elman's success confirms the high praise bestowed upon him by the leading critics of Europe. He is no longer a boy prodigy, for his reputation

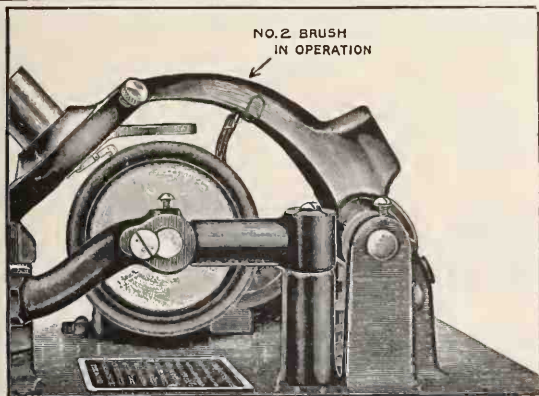


MISCHA ELMAN.

rests on a more substantial foundation. He is a mature artist, and while still a "prodigy" is no longer a boy. Talking machine dealers will find a great demand for Elman records at the different points to be visited by this artist during his six months' tour of the United States. Four fine Elman records are listed in the Victor Red Seal list, and they should be featured by dealers well in advance of the concert to be given by this artist in their locality. They will be well rewarded for their enterprise, because they are records of especial excellence, possessing that individual force which enables Elman to thrill his audiences and enthuse them.

SAVE THE LIFE OF YOUR RECORDS  
 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

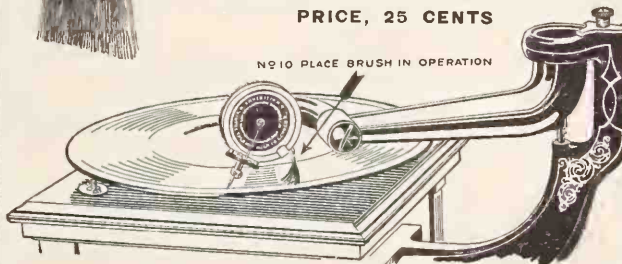
Removes lint and dust from records automatically. Saves Sapphire from wearing flat and prevents rasping sound. Insures a perfect playing record. It is equally as efficient when recording. It is too cheap to be without.

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



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.**  
 97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN  
 President  
 "The White Blackman"

## TRADE IN THE ANTIPODES.

Talking Machine Business Shows Steady Improvement—Edison Line Gaining Ground—English and German Machines Popular—Low Prices and Too Much Competition Hurt Business—Dealer Restrained by Court from Handling Edison Goods After Being Cut Off List, Wins in Higher Court.

(Special to The Talking Machine World.)

Sydney, N. S. W., December 15, 1908.

Business conditions among talking machine men in this country are slowly improving, dealers reporting an increased demand for high class goods. The Edison line has a steadily growing following all through Australasia, and there can be no question as to the tremendous advertising value of the name of Edison. Of course this doesn't mean that the American manufacturers control the market exclusively for the English and German machines have also many admirers, the latter particularly in the lower-priced goods.

There has been a regular avalanche of cheap stuff on the market for some time past which has tended to injure the business as a whole. Moreover the general complaint is that there are too many factors in the business compared with the volume of trade done in this country. Things will undoubtedly right themselves in time, and it is clear that the line of demarcation between the higher classed goods and the very cheap is becoming more defined. The salvation of the trade seems to lie in having fewer and better factors, and in adhering to fixed prices. The policy of "getting business at any cost" is a mistaken one, and the talking machine men of this country are commencing to realize it. There is room for a national association or some assemblage of men with the interests of the trade at heart who will get the trade together and decide upon a plan of campaign that will tend to clear the skies, and put the business on a sound, healthy basis.

The recent decision handed down by the higher court on the points of law reserved in the action brought by the National Phonograph Co., of Australia, Ltd., a company incorporated and carrying on business in New South Wales, against Walter T. Menck, of Nicholson street, Fitzroy, has occasioned much comment in trade circles. The report of the proceedings and the judges' decision herewith, will doubtless interest your readers:

The plaintiff company deals wholesale in Edison phonographs and phonographic material throughout Australia. Defendant was a dealer, and entered into a certain contract, which pur-

ported to be made with the plaintiffs, but which was procured by a jobber of the plaintiffs. One of the terms of the contract was that if defendant was struck off plaintiff's list of dealers he would cease to handle, sell, or deal in goods dealt in by plaintiff, unless authorized by the plaintiff in writing. Plaintiff removed defendant's name from their list, but defendant was alleged to have continued to deal in and handle the plaintiff's goods. Plaintiff company, therefore, claimed an injunction to restrain the defendant from selling its goods, and £250 damages for certain particular breaches of the contract.

It was argued for plaintiff company that it was entitled to succeed on two grounds—that the contract had been broken, and that plaintiff company had attached certain conditions to the sale of goods, and goods must be sold subject to those conditions or not at all. This second right the plaintiff asserted arose from the nature of a patented article.

Defendant denied that such right existed, and, further, he asserted that the contract was illegal, as in restraint of trade, and that the removal of his name was illegal.

The Chief Justice, in delivering judgment, said: "The exact point of law involved has never been decided, and although there are expressions of English and American judges in favor of the plaintiff, I think the matter should be considered from fundamental principles. A patentee can, of course, make and enforce any contract he pleases with a purchaser or with a licensee. But he cannot, apart from the contract, attach to the product of his manufacture any conditions which would inhere in the product when it has since passed into the hands of persons with whom he is not in privity of contract. There is no ground on which plaintiff company can rest the very extensive powers of controlling the sale and use of products of their invention in the hands of the public which they have attempted to assert in this case. On the question of breach of contract, I think there was a contract with plaintiff binding on defendant, but that his name has been unlawfully removed from the dealers' list. Judgment should, therefore, be entered for the defendant with costs."

Mr. Justice Barton and Mr. Justice O'Connor, in separate judgments, agreed.

Mr. Justice Isaacs dissented, and said: "I think that the right of attaching conditions to the sale of patented goods does exist, as contended for by the plaintiff. That is the opinion of a number of English judges, and of some American judges. I am also of opinion that defendant has broken his contract, and that he has been rightfully removed from the dealers' list."

Mr. Justice Higgins agreed with the majority on the question of inability to attach conditions to sale of patented goods, but thought that on the question of breach of contract plaintiff ought to succeed.

Judgment was entered for defendant with costs, in accordance with the opinion of the majority.

## A GREAT CHRISTMAS TRADE

Enjoyed by All the Leading Talking Machine Houses—Reached the Dimensions of Two Years Ago—Expensive Instruments Bought.

The holiday business with talking machine jobbers and dealers, in a great many sections of the country, was far beyond expectations. The week preceding Christmas was particularly active, and sales were only limited by failure to have a sufficient supply of goods to meet urgent demands. In short, trade throughout December really reached high water mark. In and about New York, with few exceptions, the jobbers and dealers who are most frequently mentioned as leaders spoke as follows:

G. T. Williams, general manager of the Victor Distributing and Export Co.: "Our December business was tremendous, and I am satisfied that dealers who went after trade have no complaint. It is true in the city some dealers wait for things to come their way, and they are the only ones whom I have heard speak of business other than in a cheerful strain. We could have sold at least 100 more Victor Victrolas if the factory had filled our orders. The outlook for the new year is excellent. Our trade is almost wholly wholesale, as you are aware."

J. Newcomb Blackman, president and general manager of the Blackman Talking Machine Trade: "We had a very active business, and when it came to supplying dealers with goods, no one on our regular list of between six and eight hundred suffered. We managed to satisfy their needs. Of course, dealers who turn up only when an emergency occurs are not always given the preference when it comes to a squeeze and stock is short."

John Kaiser, general manager of the Excelsior (nee Douglas) Phonograph Co.: "We had a great Christmas trade, several times over in volume what was sold last year. Of course, we could not get all the goods we could have handled, but we did a great trade nevertheless."

The Columbia Phonograph Co.: "Sales reached the top notch mark in December, and just before Christmas we worked overtime to fill orders. The year 1909 looks fine for Columbia goods."

## WRITING TO THEMSELVES.

Traveling men are noted for doing as well as saying funny things, and one of the latest peculiar things that they do is to write to themselves and send the letter to the next town where they intend to stop. Sometimes it is done for a "bluff," but it is also done for a reason. A prominent hotel clerk, in speaking of the matter, said:

"Some men on the road write letters to themselves before they get to the next hotel, so they will appear important when they register and ask for their mail, but that isn't always the reason. We soon catch on to them, because we see their handwriting on the register and on their mail; and I noticed it once in a man whom I finally got to know very well.

"He wasn't the kind of a fellow who cared anything about appearing important, I found out, so I asked him why he did it. The explanation was very simple. He had a miserable memory, and when he was in another town and would think of something he had to do in Fargo, he would write it on a slip of paper and mail it to himself. He didn't put the memorandum in his pocket for fear that he would forget all about putting it there.

"He said he had used the plan for a long time, always writing ahead if there was something in another town he wanted to remember particularly, and said it was the best plan he had ever figured out to keep from forgetting things."

# The Original House

We were the **FIRST JOBBER** of the Edison Phonograph and Victor Talking Machines in Philadelphia and have ever since maintained our position of "**FIRST.**" We are **FIRST** in securing anything new, **FIRST** in making prompt and satisfactory shipments, and **FIRST** in caring for your interests.

WE INTEND TO CONTINUE FIRST AND IF YOU ARE NOT DEALING WITH US "GET NEXT."

**PENN PHONOGRAPH CO.**

17 South 9th Street

Opposite Post Office

PHILADELPHIA



**MOVING-PICTURE SHOWS WIN.**

**Court Decides Mayor Cannot Close All on a Sweeping Order.**

Deciding that the sweeping order of Mayor McClellan directing that all the motion-picture shows in the city be closed, was invalid, Supreme Court Justice Blackmar, in Brooklyn, granted to the showmen injunctions restraining the authorities from interfering with their exhibitions.

This order will act as a permanent restraint upon the city officials unless the decision of Justice Blackmar is upset by the higher courts. Mayor McClellan said later that the city would appeal the case as soon as possible. It will probably be carried up to the Court of Appeals.

Justice Blackmar holds that the Mayor was without the power to make the revocation of licenses; that he could not close up both the good and the bad shows indiscriminately. The Mayor, however, is not restrained from revoking the licenses of any or all of the shows not complying with the law upon the presentation to him of proper cause for such action.

It is the view of the court also that the moving-picture exhibitions do not come within the inhibition of the Sunday observance laws. About 540 such shows in the different boroughs of the city are affected by the decision.

In the opinion Justice Blackmar said: "There is a limit to the exercise of the power of revocation. It must not be arbitrary, tyrannical, or unreasonable. The Mayor might, perhaps, have revoked the licenses under whose protection indecent or improper pictures were shown and those licenses which were acquired by bribery. He could have revoked, or suspended, until required changes should be made, the licenses of those places insufficiently safeguarded against fire. And it is possible that there were other conditions shown at particular places which furnished cause for revocation.

"But the Mayor did not confine his act to those places against which cause was shown. He re-

voked each and every license he had granted. He included in the same condemnation the innocent and the guilty.

"It was held in *People v. Hemleb* that a moving picture show is not a public show within the meaning of the words used in Section 365 of the Penal Code. I do not mean to say that these shows may not be of such a nature that they would be illegal, but simply that all exhibitions of moving picture shows on Sunday are not necessarily illegal so long as the *Hemleb* case is unreversed.

"Within certain limits the discretion of the Mayor to determine whether licenses shall be revoked will not be controlled; within those limits the court will not substitute its judgment for that vested in the Chief Executive of the city, but a general order of revocation which is concededly based on an abuse of the privilege by a part only of the licenses is not a valid exercise of the power."

A committee of moving-picture men will call on the Mayor for the purpose, if possible, of adjusting their shows to the requirements of the law.

**STANDARD CO. BUYS W. E. HENRY CO.**

The Youngstown, O., Establishment of the W. E. Henry Co. Taken Over by the Standard Talking Machine Co., of Pittsburg—Organize Strong Selling Force—Vigorous Campaign for 1909 to be Inaugurated.

(Special to The Talking Machine World.)  
Pittsburg, Pa., January 6, 1909.

The Standard Talking Machine Co., Inc., have just bought out and taken over the entire stock, merchandise and fixtures, of the W. E. Henry Co., Youngstown, O., who were jobbers of the Edison line. This, together with their recent purchase of the Powers & Henry Co. and the Pittsburg Phonograph Co., of this city, gives them one of the largest stocks of talking machines, records and supplies in the country. They are just starting out on a vigorous campaign, and expect to give their dealers better service, prompter ship-

ments and more liberal terms than ever before. S. A. Shirley, formerly of the Powers & Henry Co. and W. E. Henry Co., will represent the Standard Co. in lower West Virginia; J. C. Fhinn, formerly of the W. E. Henry Co., in eastern Ohio; A. G. Higgins, formerly of the Victor Talking Machine Co., in Pennsylvania, and E. G. Bachtell in upper West Virginia and Maryland.

Chatting with the manager of the company today, he said: "We have found the fall talking machine business to be away beyond our expectations. In fact, our business for November and December was considerably more than the combined business of the Powers & Henry Co., Pittsburg Phonograph Co. and Standard Talking Machine Co. for the corresponding months of last year, and every indication points to a continued improvement. In fact, we feel confident that the talking machine business is due for a decided boom."

**TO TRY AN EDISON STREET CAR.**

**Experiment With Nickel Storage Battery on Third Avenue Line.**

The self-propelling street car with which Thomas A. Edison has been experimenting for the last seven or eight years, is now being put into its final form and will be tried out over the tracks of the Third Avenue system next spring. The car is to be operated by a storage battery the metal parts of which are of nickel instead of lead, and the chemical reaction of which is of an alkaline rather than of an acid nature. By these changes the inventor hopes to turn out a battery whose superior resistance to corrosion will prolong its life an indefinite number of years beyond that of the batteries now in use. Such a battery, he thinks, will make possible an electric car generating its power aboard which can be operated as cheaply as from a central station.

Frederick W. Whitridge, the receiver of the Third Avenue system, is also investigating the merits of another style of self-propelling car.

# Fibre Needles

FOR DISC RECORDS

ARE BEING SOLD BY THE MILLIONS



THE first and only ones on the market. The kind you have been waiting for. The kind that will not and cannot injure your records. The kind that cleans, polishes and improves your records to a greater extent each successive time they are played. NO SCRATCHING, NO CUTTING, NO RASPING.

## The Records Are Yours to Enjoy FOREVER

ALWAYS NEW—ALWAYS CLEAN—ALWAYS IMPROVING

A needle that is essentially intended for the home or parlor. A needle that will appeal to the lover of good music—to the one who understands and appreciates a **correct reproduction**. A needle whose tone quality is rich and natural.

**The Effect is Ideal** In fact, a needle that is logically adapted to the varied and delicate requirements of a disc record—that preserves, instead of destroys—that glides, instead of cuts—that is silent, instead of rasping. Try them at home when alone. Then wonder how you ever did without them.

Each needle may be repointed with a special device for this purpose.

Send us your sound box so that it may be altered to take both fibre and steel needles.

**B. & H. FIBRE MANUFACTURING CO.**

208 E. KINZIE STREET, CHICAGO, ILL.

## REGARDING USE OF VICTOR NAME

In Connection With Store and Advertising Signs—Important Letter from Victor Co.

Under date of December 30, 1908, the Victor Talking Machine Co., Camden, N. J., sent their distributors and dealers the appended interesting circular letter, as follows:

"A recent action by several of our eastern distributors in regard to the display of misleading signs, advertisements, etc., which tend to make the impression that their house is a branch of the Victor Co., a salesroom of the Victor Co., or directly connected with the Victor Co., has caused us much annoyance, and is such an obvious injustice to distributors and dealers that this circular letter is warranted and sent out to all of our trade. Any advertisement or representation that tends to convey the impression that the store is a branch of, or in any way connected directly with the factory, is misleading, and will not be tolerated.

"It is permissible only for the merchant to advertise his name as 'Victor talking machine distributor' or 'dealer,' or as 'Victor distributor and dealer,' but in each and every case the merchant's name must be fully as large and as prominently displayed as the word 'Victor.' Under no circumstances will one be permitted to use such words as 'headquarters,' 'factory,' 'shop,' 'Victor salesrooms,' 'distributors for America,' 'distributors for the United States' or other misleading phrases in any advertising matter, printed matter, signs or posters.

"The term 'salesrooms for Victor' is permissible in this form, provided the merchant's name is placed over or in front of that appellation in type fully as large and prominent as the above term. This seems to be a popular form with some dealers; hence the suggestion, as it avoids the impression of Victor ownership made by the objectionable 'Victor salesroom.' You are not permitted to advertise guarantees, premiums, unusual discounts, unusual inducements or anything tending to appear as an unusual inducement, such as repairs and adjustments, in connection with our product.

"We feel sure that all distributors and dealers who do not wish to take advantage of their competitors by some innuendo or sharp practice in their advertising will be agreeable to our request for fair play, and give us their hearty cooperation. In the case of further objectionable advertising or offense we shall be compelled to suspend negotiations with the offender."

The next best thing to knowing how to do it, is knowing how not to do it.

## PHOTO-OPTICAL APPARATUS

Invented by Dr. Duncan a Great Aid to Medical Students—How Moving Pictures and Phonograph Are Employed.

A photo-optical apparatus, the invention of Dr. Charles H. Duncan, a surgeon-engineer, which was recently given a practical and successful test in New York, will, in addition to proving a great benefit to medical science, prove a relief to the suffering patient who, as is now the case, is placed on an operating table and subjected to the gaze of hundreds of students who attend the clinics throughout the city. This apparatus, which will revolutionize a custom in hospital surgery, according to learned medical men who have witnessed its performance, will be the means of doing away with the dread felt by patients submitted to operations of being exposed before embryonic surgeons, students and the public in general.

The machine, by means of mirrors and camera bellows, transports the vivid scene in its actual colors and proportions, life-size, from the operating room to a huge screen in the amphitheater where are gathered the spectators, not one of whom actually sets eyes on the patient, the nurses or the surgeons who are performing the operation.

In addition to this the patient is absolutely unaware that the operation is under observation; no sound penetrates the operating chamber; danger from septic poison brought in on the clothes and shoes of the witnesses is eliminated, and annoyance caused by those going to and from their seats is obviated.

Moreover, moving pictures of the operation may be procured. Phonographic records, too, of the accompanying lecture are made, thus obtaining for future use valuable instruction for medical colleges all over the world.

As is now the case, even the best appointed surgical auditorium offers poor advantages for observing an operation. The student sees little beyond the backs of the surgeons and nurses unless he is one of the privileged half dozen guests who crowd around the patient.

The lens of the projectoscope throws the picture upon the screen or patient, so that the resulting actual operation is witnessed by every one in the amphitheater from one point of view. It is as though the spectator were gazing down upon the scene through an aperture six feet above the operating table. The face of the patient is covered and nothing whatever is thrown on the screen except the locality operated upon.

Dr. Duncan has succeeded in restoring in the projected picture the full color values through the employment of certain thin strata of chemical fluids intensifying the red, orange and green rays.

The device, which has consumed many months in perfecting, was transformed to the electrical testing laboratory of the Edison Company at Eightieth and East river, where special facilities were afforded for the application of the electric lights. Twenty-five prominent physicians, surgeons and scientists, together with the medical staff of St. Gregory's Hospital, witnessed the tests. A large number of scientific experiments were carried on.

When Dr. Duncan was questioned about his invention at his office, No. 233 Lexington avenue, he regretted that professional ethics prevented him giving any information aside from the acknowledgment of the fact that he had invented a projecting machine for use in hospital amphitheatres. He said that having invented the device and demonstrated its utility, he left it entirely in the hands of his professional brethren to place the apparatus in operation in the hospitals.

## BUSINESS MAN'S TEN COMMANDMENTS.

1. Thou shalt not in any wise boast, brag, bounce, or bluster, or the wise man will hold thee in low esteem.
2. Thou shalt not permit thy wife to be living at the rate of \$1,000 a year, when thy business is not yielding more than \$999; nor shalt thou withhold from her the business information which, as a helpmate, she is entitled to receive.
3. Thou shalt not mock the unsuccessful man, for he may be richer in his poverty than thou art in thy boasted abundance.
4. Thou shalt not carry the counting house into the domestic circle, nor in any wise spoil the children's hour.
5. Thou shalt not hobnob with idle persons nor smoke with them, nor encourage them, nor approve their evil life.
6. Thou shalt not keep company with an unpunctual man, for he will certainly lead thee to carelessness and ruin.
7. Thou shalt not forget that a servant who can tell lies for thee may one day tell lies to thee.
8. As to hours of slumber and sleep, remember the good old rule: Nature requires five, custom gives seven; laziness takes nine, and wickedness eleven.
9. Neither a borrower nor a lender be, but give where well bestowed right cheerfully.
10. Be honest in copper, and in gold thy honesty will be sure.

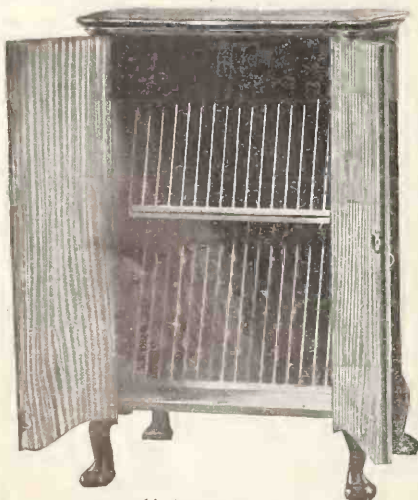
## MARION DORIAN AT HEADQUARTERS.

Marion Dorian, who recently arrived in New York from London, Eng., where he was the manager of the branch house of the Columbia Phonograph Co., General, will remain at headquarters in the New York Tribune building in an important position, the exact nature of which has not yet been announced by the company. The post in London which Mr. Dorian vacated will probably be filled by Geo. W. Lyle, general manager, who got away to Europe Wednesday, on his arrival there. Marion Dorian is a brother to Frank Dorian, general European manager of the Columbia Co., and of John H. Dorian, now in China, and the general manager of the company's business in the entire Orient.

## THE ZONOPHONE CALENDAR.

The 1909 calendar sent the trade last month by the Universal Talking Machine Mfg. Co., Newark, N. J., presents their "handsome kid" in attractive fashion, the colors showing the Royal machine and the trade-mark, "On Speaking Terms," most effectively.

**"A PERSON WITH A RECORD CABINET and not enough records to fill it is the best kind of a prospect."**



No. 685½—Capacity, 252 Disc Records

Furnish any customer with a cabinet and you will create a field for the sale of more records. You should be just as anxious to sell your customer a cabinet as you are a machine, because a cabinet is an absolute necessity to a possessor of a stock of records. They must be kept in a cabinet to be preserved, and the cabinet is an ornament in any parlor besides serving as a stand for the machine.

We want to sell you our cabinets and offer you a splendid line at very low prices. Exclusive designs, large variety, substantially made, finish unusually good. Need we say more? Write for prices.

**Rockford Cabinet Co., 1920-30 12th Street, Rockford, Ill.**



# FROM OUR EUROPEAN HEADQUARTERS

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

## TRADE HAPPENINGS IN ENGLAND.

A Retrospective Glance Over Business Conditions for the Past Year—Opportunities for Foreign Trade Expansion Left Unheeded—Fire Damages Edison-Bell Plant—Some Excellent Records Make Their Appearance the Past Month—Gramophones and Sedition—Trade Troubles—The New Clarion Record—Van Biene Helps Music Hall Fund—How the Poor Are Entertained—Amberol Record Publicly Demonstrated—Seymour's New System of Recording—What Mr. Seymour Has to Say—An Interesting Chat With This Gentleman—Interesting Budget of News from the Provinces—After Effects of Labor Troubles.

(Special to The Talking Machine World.)

London, Eng., January 5, 1909.

A short resumé of the course of trade during the past year could not be written down as in any way advancing the interests of this industry, however optimistic one may be. Apart from the very keen competition which has existed, the whole year has been one of unprecedented general trade depression, and it is therefore not a matter of great surprise that the monetary loss has created a set-back from which we cannot hope to regain the normal until at least next season. It is unnecessary to dwell in detail upon the reasons of this decline, for it was largely the result of conditions over which we have no control. No doubt there have been many mistakes made on the commercial side, but traders should now look to the future with a determination to "make good" the lost ground. One great evil that can be remedied is the practice of giving indiscriminate and long credit. That this is an "evil" no trader will question, especially in view of the heavy losses most of us sustained last year. A month's credit is quite enough; at any rate, the limit should not exceed two, and while no hard and fast rule can be laid down, it is fairly obvious that if—say a dealer has sold the goods, or a goodly portion, and does not pay, his credit should be immediately stopped. But to do this and to prevent a delinquent going from one factor to another, a central exchange where such could be black-listed is necessary. It remains for one or two factors to start the ball rolling, and success is assured. Another matter is the enormous wastage of publicity literature. Thousands of pounds yearly are spent by the manufacturers on catalogs, bills, showcards, circulars and other pointers, all for the benefit of the factor and dealer. In many instances, to my own knowledge, this valuable matter is treated as so much waste paper—used up for packing and indiscriminate distribution. And when it gets to the dealer, in nine

cases out of ten he just sticks it in some out-of-the-way corner, instead of making good use of the means given him to stimulate his trade. It is safe to say that over 50 per cent. is, without exaggeration, wasted in this fashion. It is a matter which calls for immediate reform, and as competition grows keener the maker will find that he cannot stand this great loss. It is only one of the many things which more strongly emphasizes the necessity for the formation of a trade protection society.

With the exception of perhaps Mr. Edison's latest discovery, 1908 has seen little scientific advance in improvements of the talking machine. I have, however, overlooked the significance of the wooden horn which has just been introduced; that it will supersede the metal trumpet is too much to say, but of a surety it will be a distinct feature in the new year's trade. The disc record, especially the double-sided variety, is far outstripping in popular favor the cylinder record, which succeeding years show is more proportionately on the wane than ever. This latter product still attains a large sale, and no doubt will always do so, but in nine cases out of ten the disc secures the new buyers, and in this connection it will interest our American readers to know that the introduction of double records in England has proved a decided success. If A. offers a single-sided record at 60 cents, and B. can do two of equal merit at 75 or 80 cents, which is the buyer going to have? The question answers itself, for it's human nature to get the most for money all the world over.

While British talking machine concerns are doing good trade with our colonies, it is a remarkable fact that opportunities of creating business with foreign countries are allowed to pass by. If it is not lack of capital, it must be want of enterprise, for golden chances present themselves to the man who will step out of the rut. Let us take an instance: The near East crisis has been responsible for great estrangement between the countries of Bulgaria, Austria and Turkey, in which latter country the Turks are simply clamoring for British goods against Austrian, which they are boycotting very vigorously. This, then, is the hour of the English merchant's opportunity in Turkey, and so far they have shown themselves utterly indifferent to the situation. The consular authorities have pointed out again and again the urgency of direct contact between the British producer and the Turkish consumer. As the Turks prefer to deal personally with an Englishman, and the business is there to be had, it furnishes me with a suggestion to British talking machine manufacturers; and it is that three representative houses with a cheap and high-grade disc product and a good cylinder line, in combination with a

maker of accessories, would do well to equip a smart young Englishman knowing the language and send him out to directly trade on their behalf in Turkey. The same idea might apply to Bulgaria, Serbia and some of the other small countries round about. Wake up, England!

### All Enjoyed a Big Holiday Trade.

My reports from the makers and the leading wholesale houses go to show that they all had a very fine and busy Christmas. The orders were exceptionally heavy the last two weeks in December. Satisfaction is universal—to the coastline north, south, east and west.

### Latest Favorite Records.

The following Favorite records are to hand: A pretty musical selection from "The Butterflies," part 1 and 2 (Nos. 2-63009-10), by the Earl of Londale's Private Military Band, which also plays "Unrequited Love" (No. 1-62021), and "Bid Me Good-Bye" (No. 1-62024), both records of exceptional tonal merit. Of songs we have "Loving Smile of Sister Kind" (No. 1-65135), by Harry Thornton, with organ accompaniment; on the reverse "It Was a Lover and His Lass" (No. 1-69077), duet by Miss Jessie Broughton and Harry Thornton, a record which gives evidence of the great advance in quality of the Favorite. In "Never Give In" (No. 1-65158) and "To Anthea" (No. 1-65157) Wilfrid Platt is at his best. "Once Again" (No. 1-65155) and "I'll Sing Thee Songs of Araby" (No. 1-65154) are two popular impressions well sung by Bernard Turner. On the humorous side the inimitable Fred Vernon is responsible for giving us a fund of enjoyment in "Put a Bit of Powder on It, Father" (No. 1-67073), on the reverse of which record is "Oh! Oh! Antonio" (No. 1-67074), the pantomime favorite.

### Edison-Bell £6,000 Fire.

On December 21, at 7 a. m., a disastrous outbreak of fire was discovered at the Peckham factory of the Edison-Bell Co. It commenced in one of the molding rooms in the old building and rapidly spread to the new section of the factory, wherein were other molding tanks, boring machinery and many popular matrices, a good deal of which it was impossible to save. The damage is very considerable, and is estimated at over £6,000, fortunately covered by insurance. Some hundreds of employes have been thrown out of work, and altogether, coming, too, at a busy time, the fire has materially interfered with the company's business. The fire originated through a watchman neglecting his duty by letting the wax get 200 degrees too hot. After putting out the fires, instead of letting well alone, he started stirring up the molten wax, thus causing the release of an extra volume of gases, which resulted in spontaneous combustion.

# FAVORITE RECORDS

Sales are increasing by leaps and bounds—Why?? Because *Everybody* is more than delighted with them. Every mail brings in acknowledgments of their *high quality*. Customers, who only lately took them up, regret not having done so before. They are

## REAL MONEY MAKERS

There is still room for you to take a share in the profits

## FAVORITE RECORDS

bring



THE INTERNATIONAL FAVORITE RECORD CO., Ltd. (of Great Britain)

45 CITY ROAD, LONDON, E. C.

213 DEANS GATE, MANCHESTER

FROM OUR LONDON HEADQUARTERS—(Continued.)

Postal News.

At most of the important branch postoffices in London letters for the South African mail on Saturdays may now be posted up to 12 noon (instead of 11.30 as hitherto) on the payment of one penny extra postage. Announcement is also made that the cash on delivery system has, besides Egypt, now been extended from the United Kingdom to the Bahama Islands, Bermuda, British Somaliland, Cayman Islands, Cypress, the Fiji Islands, Gambia, Gibraltar, the Gold Coast, Grenada, Jamaica, Leeward Islands, Malta, the Nyasaland Protectorate, St. Lucia, St. Vincent (West Indies), Southern Nigeria, the Straits Settlements, Trinidad, and the British postoffices at Beyrout, Constantinople, Salonica, Smyrna and Tangier.

Edison-Bell Reconstruction.

The Edison-Bell Co. have under consideration a scheme of reconstruction in order to continue business on more economical lines than in the past. Drastic changes are to be made, and in view of the tendency to retrench—and this applies generally to the talking machine trade—the Charing Cross premises will be vacated in the near future. It is a great pity this fine building cannot be maintained, as to some extent it stood for great influence in the talking machine industry, being as it was the most sumptuous and handsomely appointed salon anywhere.

A. O. Limb Retires.

A. O. Limb, after eleven years' faithful service with the Edison-Bell Co., has now severed his connection in order to join his father, who through failing health needs his son to manage their extensive lace manufacturing business in Nottingham. It's a far cry from talking ma-

chines to lace, Mr. Limb, but we all hope that as a reminder of old times you may establish a "record" in the Nottingham business, and to this end, allow us to wish you every success.

National Phonograph Co.'s Line Praised.

The National Phonograph Co. report that the new Edison record and the attachments are coming in for a deal of praise from factors and dealers all over the country. The only trouble is the company's inability to supply quick enough the markets of the world, for the demand is universal. This excellent report comes at an appropriate time, and indicates good prospects for the new year trade.

Mr. Birnbaum Resigns.

T. Birnbaum has resigned his position of managing director with the Gramophone Co.

Some Excellent Beka Records.

Some of the prettiest music on any record is contained in the following selections from the Beka records' current list: "Pantomime Memories" No. 1 and No. 2; "King Henry's Song," "Uncle Sammy" (march), "Graceful Dance," from "Henry VIII.," to mention only a few from the innumerable popular titles listed. O. Ruhl reports that trade shows distinct signs of revival, as evidenced by the enormous advance in the Beka sales this season.

No Timber in Twenty Years

A large timber merchant, giving evidence before the Afforestation Committee, said that in a few years there would be a very serious shortage of timber. He could not see how the present forests available for the world could last longer than twenty years. He did not think any substitute could be found for timber, and urged the government to go in for afforestation on a large scale.

A Clumsy Misquotation.

The announcement regarding the closing down of the Edison European factories came as no surprise; it had been "rumored" for some months past, but I would like to ask Mr. Edison, in this connection, if he gave the following to the London Times' American correspondent as the reason. Here is the text as it appeared in print: "The correspondent visited Mr. Edison at his laboratory in New Jersey. 'Say, what's the matter with your people over there?' he exclaimed. 'I've had to close down my phonograph factory in England—what's the name of the place? I've forgotten; somewhere near London. All the others in Europe paying, but we couldn't make that one pay. We get good work out of the French, and the Belgians, and the Germans and Austrians, but the English—no good.' It's all right, people, reading further, we find that Mr. Edison is referring to the ordinary laborer-man. We trust the success of any undertaking does not depend on such!" (See editorial reference elsewhere in The World.—Editor.)

Gramophone News.

A most adaptable and convenient envelope album is issued by the company for the preservation and classification of gramophone records. The album will stand open by itself on the floor or table, while the title of any record can be seen at a glance. In fact, the whole arrangement is of an ingenious and novel nature, and without doubt is the only album on the market of practical use to the record public.

The gramophone catalog of machines—in true-to-life colors, and printed on fine art paper, is the most beautiful work of its class. It is one, Mr. Dealer, that you can read with interest again

# KLINGSOR



THE "WAGNER"  
Highly finished solid Oak Cabinet.

THE new season is here and you cannot, to your own advantage, do better than to apply to us for our new colored illustrated catalogue of our celebrated *Klingsor* Talking Machines and Sundries. We challenge any machine on the market concerning working, tone-quality, finish, etc. We do not claim cheapness, as you are well aware that a good machine cannot be cheap, but we are still cheaper than any other machine for what we give you for your money.

All machines are of the best and solid wood, either in oak, mahogany or walnut, British made throughout, specially adapted for export to stand any change in temperature.

The machines are fitted with the best motor in the market "the well known and famous Excelsior Motor."

Letters patent No. 899,491 granted in America.

Catalogue Free On Application.



THE "SULLIVAN"  
No. 90. Solid Oak Cabinet, with Silk Curtains.



THE "BIJOU"  
Mahogany, Walnut or Oak Cabinet.

## H. Lange's Successors,

ESTABLISHED 1854

21 Little Portland Street, Oxford Circus, :: LONDON, W., ENG.



## FROM OUR LONDON HEADQUARTERS—(Continued).

and again, and from which you can also derive much profit.

Another new departure is the marketing of the new gramophone wood horns in oak or mahogany. They give more mellow results than metal, and undoubtedly justify all the company's claims in this direction. A complete catalog of gramophone records for January, February and March, 1909, is now ready, and containing thousands of titles properly classified and indexed, it forms a ready and handy guide for the dealer.

The January list of gramophone records contains selections by the leading bands and artistes of the day. To mention a few, "Selection from overture 1812" and "Zampa overture," by the Band of H. M. Coldstream Guards. La Garde Republicaine gives "L'Invitation a la Valse", La Scala Symphony Orchestra (Milan) "Si j'étais Roi" overture. Under concert music I notice several fine pieces by notable artistes, while Harry Lauder and George Robey figure in the humorous section. Four pantomime hits appear. Mr. Bransby Williams "Sidney Carton's Farewell" is an effective monolog from "The Tale of Two Cities"—perhaps the most natural work written by the celebrated Charles Dickens. The concertina, as played by Alexander Prince, gives forth lively music in "High Jinks." Accredited traders should write to the nearest branch of the Gramophone Co. for full and complete particulars concerning terms of trading in machine and records.

#### Nobody's Satisfied.

Some time in January the Rena Mfg. Co. will issue a humorous record of exceptional interest. It is a comic song called "Nobody's Satisfied," and both sides of the disc are utilized for the full four verses. Further, a copy of the song, words and music in full sixpenny size, will be given free to each of the first 1,000 purchasers of the record. "Nobody's Satisfied" was first featured by Whit Cunliffe with great success at the London Coliseum and on the Moss and Stoll

circuit, and is now being sung by Whit Cunliffe at the Grand Pantomime, Glasgow. The Rena double-record list for January literally teems with hits, and well justifies the company's claim that every record is a picked one.

#### Here's a Way of Doing Business.

A Yarmouth tradesman in the bankruptcy court said that he penciled the amounts his customers owed him on a board, and on the settlement of an account, he planed the entry off the board. The most novel system of single and double entry the court had ever heard of.

#### Not Gramophone Records.

The sedition in India has been largely responsible for a great show of brilliancy on the part of certain newspapers recently. Yellow journalism seizes with avidity anything of an inflammatory nature, and the latest to come under this heading is gramophone records. Without taking any trouble to verify the facts, newspaper reports were given to the effect that the government had decided to take action in the matter of alleged seditious songs and speeches, which "it was said, were circulated through the medium of gramophone records. The company, interviewed, say that they know nothing about the matter, excepting that the reported seizure is not of their goods, as particular care is exercised that nothing of a political nature is ever recorded. News agencies should be more careful in future not to call any and every record "gramophone." But, after all, it only shows what a lot there is in a name!

#### Troubles in the Trade.

In the matter of A. Lyon & Co. (and trading also under the style of the City Mfg. Co), City Rd., and Commercial Rd., London; the public examination was December 4, but debtor did not put in an appearance. The official receiver stated that he had reason to believe debtor had absconded, and caused much laughter by saying that Lyon had become a walking machine and

would not be a talking machine in that court today. The public examination was also held of Jacob Lyon, of Bishopgate street, who stated that he was a Russian Jew by nationality, and when a child was taken to America, returning to this country eleven years ago. After working for his father, he commenced business on his own account under the style of the Universal Talking Machine and General Provider, with a capital of £55. He estimated losses by burglaries at £80, but the police had not caught the thieves, and his books would not show exactly how much he lost on this account. Liabilities amounted to over £380, against assets estimated to produce £10. Amongst the creditors are Gramophone Co., £15; Favorite Co., £10; Lugton & Co., £10; C. Ruhl, £14 12s. 6d.; Willibald, Tweer & Co., £21 15s.; Beka Record, £11 11s.; Hirsch & Co., £63 16s., and H. Pohl, £34 4s. 6d.

The official receivers report in regard to the liquidation of Cycledom, Ltd., of Blackfriars Rd., London, shows ranking liabilities at £5,193, 18s. 6d., and assets, £1,347 3s. 5d., which is all absorbed by the debenture holders' claims; thus leaving nothing for the creditors. Other business troubles cover J. H. Diggle, Miller Arcade and Strand Road, Preston (deed of arrangement), and Charles Evans, Worthgate street, Aberystwyth.

#### The "Clarion" 200 Thread.

It was promised some few weeks ago, and the record should be on the market now very soon. This new departure has excited a deal of interest in the trade, who are prepared to give it a very hearty reception. I recently heard some samples, and must say the quality of tone is exceedingly good, while as to volume they are naturally not up to the 100-thread record, but still quite sufficient for the average room. This is an advantage, to my mind, for the ordinary standard record is much too loud. By decreasing the volume somewhat, a much sweeter tone is obtained, which the public are not slow to appre-

# ROYAL APPRECIATION



To H. M. the KING  
OF ITALY



BY APPOINTMENT  
To H. M. the QUEEN



To T. M. the KING and  
QUEEN OF SPAIN



HIS MASTER'S VOICE



To H. H. the KHEWIVE  
OF EGYPT



To H. M. the SHAH  
OF PERSIA

## THE GRAMOPHONE COMPANY, Ltd.

21 CITY ROAD,

LONDON

15 Rue Bleue, PARIS

36 Ritterstrasse, BERLIN

56 Balma, BARCELONA

139 Belleaghatta Road, CALCUTTA

## FROM OUR LONDON HEADQUARTERS—(Continued.)

ciate, as traders are now finding out, to their surprise. The majority boom their records as the loudest, and, let me say here, the louder they are, the less they sell. Moreover, it is doing a great deal of harm to the industry, and it will be found that the men (and they are many) who get tired of their machine and sell it, do so in the majority of cases because of the loud volume which characterizes the average record. You might ask, why therefore, was the purchase made? The answer is not far to seek. In the dealer's shop, sound has more room to disperse, and consequently it appears to the buyer to be just the right pitch, but when home it is another thing, the record seems twice as loud—through want of space—and is probably discarded altogether. Ask the buyer!

**Russell Hunting & Co. Open Up.**

The new concern foreshadowed in my last report as coming into existence, has now commenced trading under the name of Russell Hunting & Co., of which Alexander Ogden is the manager. Business is in full swing at the factory, and Mr. Ogden reports a good start, with plenty of orders in hand. Both a ninepenny and a shilling record will be put on the market, but it would be premature to say more now, although we shall, no doubt, have something further to report later.

**Gramophone Concerts at Whiteley's.**

At Messrs. Whiteley's great London store, gramophone concerts are now given every day from two till seven o'clock. The innovation has shown surprisingly good results, which should stimulate other stores to follow this excellent example.

**Earlier Post for New York.**

In order that Cunarders outward bound from Queenstown shall not be delayed in waiting for the mails, the postal authorities propose to close the time for posting letters intended for the Queenstown route two hours earlier on Saturdays in London. The mails will then reach Queenstown at 5:15 on Sunday mornings, instead of 7:15 as at present, and will therefore frequently arrive before the Cunarders come up. It is thought that the saving of time should result in the Lusitania and Mauretania reaching New York in time to land their passengers and mails on Thursday evenings. The public will be notified shortly the exact date this new arrangement will come into force.

**Gramophone Co.'s Dividend.**

The directors of the Gramophone Co. announce an interim dividend of 15 per cent. per annum (9d. per share) less income tax, on the ordinary shares for the past quarter, payable January 15.

**Concession to Australian Newspapers.**

In future Australian newspapers, weighing not more than 8 oz., will be delivered in this country for 1d. postage. A similar reduction to Australia is not to be given just yet.

**New Departure in Cylinder Records.**

A new departure in cylinder records is prom-

ised shortly; in the matter of length they will be 8 in. and 16 in. long, which, of course, can only be played on a special kind of machine.

**Companies Registered.**

The Favorite Disc Record Co., Ltd., capital 550,000 marks. Registered in Germany prior to June 30, 1905. British address 45 City Road, London, where A. F. Vische is authorized to accept service.

**Express Rates to America.**

In consequence of an increase in the charges made by the American Express Co. for defraying the cost of clearing parcels through the United States Customs, Sidney Buxton announces that it has become necessary to increase by sixpence per parcel the rates of postage on parcels sent to America by the semi-official parcel post from January 1. There is no increase in the official parcel post rates.

**Van Biene Contributes to Music Hall Fund.**

Auguste Van Biene, the great 'cello player, recently played in several London thoroughfares and collected 15s. 2d., which, with a £5 note, he has sent to the Music Hall Benevolent Fund. The action was the fulfilment of a vow made forty years ago. One day in 1868 a starving boy of seventeen was discovered playing in Hanover Square by Sir Michael Costa, who, remarking the boy's wonderful power, asked why he was playing in the gutter. "Because I am hungry," Van Biene replied in French. Sir Michael took him home and after hearing him play, found him a place as 'cello player in the Covent Garden Orchestra. He then vowed that on every anniversary of his deliverance from starvation, he would go back to the streets and play, and he has never broken that vow.

**A Letter from Mr. Ruhl.**

Dear Sir:—In your issue of December 15 I find a review of our records which I very much appreciate. I wish, however, to point out to you that the name of the artiste who played our piano solos is Mr. Henry E. Geehl. It may also interest you to know that Mr. Geehl is a composer of some note, "Valse Arabesque," which he played for us, is one of his compositions published under a pseudonym. I may say that I am always looking forward to your "Trade Happenings in England," which always contains a lot of interesting matter, and from which I get all the news in a concise form, and at a glance. Wishing you every success, etc.,

**Postage Between England and France.**

Headway is being made by the movement for the establishment of penny postage between England and France. The Posts and Telegraph Commission is strongly in favor of reducing the ordinary letter rate from two pence-halfpenny to one penny.

**A New Columbia Catalog.**

A new machine catalog, illustrating and describing all models of disc and cylinder graphophones, has just been issued by the Columbia Phonograph Co. It is a handsome, compact

**THE**  
**Graduated "Flex" Diaphragm**  
(PROTECTED)

**BUILT LIKE  
A WHEEL**




Better than Glass, Mica or Wood. Nothing else so good

The loudest and most perfect reproduction yet obtained.

For Edison "C." or Columbia Lyric, 2/ or 50c. with crosshead attached.

A LITTLE MARVEL  
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EXTRA LOUD AND SWEET.  
My new "Needle Tension Attachment" for disc sound-boxes is ready.

Post Free with Instructions. Literature and Testimonials from

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Longford Place, Longsight,  
Manchester, Eng.

N. B.—Dealers and Jobbers ordering samples should remit in full, the trade difference will be refunded. We are open to offers for the American rights in this Diaphragm.

booklet printed on art paper with large half-tone illustrations. Special emphasis is laid on the tone of reproduction, mechanical efficiency, and appearance of Columbia instruments. The catalog offers a wide choice for selection, in models ranging from the £2 2s. "Trump" to the £45 "Symphony Grand." A section is devoted to talking machine accessories, and a list of the principal machine and repair parts, with prices, is given.

**Piracy of Trade-Marks.**

Regarding the increase of trade-mark infringement in Japan, the British Foreign Office advises owners of such marks to forward particulars of them to the Patent Bureau at Tokio. The difficulty of protecting trade-marks is greatly increased by the failure of foreigners to take any action to secure their rights. Traders are recommended to combine to appoint a common agent at Tokio to watch their interests.

**Entertaining the Poor.**

The workhouse officials throughout the country are gradually but surely coming to regard our beloved instruments as very necessary to the enjoyment and comfort of the inmates. We don't deplore the idea for one moment, but it really seems a very risky thing to do, for such fine musical records as are provided would seem to act upon the tramp like unto a magnet, with the result that the workhouses are full up, and

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Export a specialty. Shippers are requested to state their requirements.

**American Talking Machine Co.**

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## To Colonial and Foreign Buyers

The peculiarities of these markets have never been more apparent than at the present moment, requiring the greatest care in pricing and buying, with a view to the future. Having had many years' experience, I am prepared to buy for you upon commission, and to keep you posted up with all the latest productions and act as your representative. I buy rock bottom. Instructions to purchase goods must be accompanied with order on Bankers to pay cash against Bill of Lading.

Bankers, London City and Midland Ltd., Manchester. For terms, please write stating requirements, to  
**F. W. ROBINSON,**  
213 Deansgate, Manchester, Eng.

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If You Want to Market Your Goods in the United Kingdom, Write to Me.

I can handle profitably Cinematograph Machines, Phonographs, and all Talking Machine Accessories. My connection in the trade is second to none, and my references are first-class. Correspondence invited.

**R. PRIEUR**

68 Basinghall St., London, E. C., Eng.



## FROM OUR LONDON HEADQUARTERS—(Continued.)

an increase in the poor rate is expected shortly. We hope the local dealer will at any rate counterbalance this tendency by reaping a good harvest on the sale of records, and there should be a fine turn-over, too, as the guardians, above all persons in the world, do know how to spend money—with too much ease in a good many cases, as witness the recent East London disclosures, etc. The latest workhouse converts to the Gramophone are at Ribchester (Mr. Preston), Lambeth, where only the other day £8 was voted for records; Cornwall, and others. Well, it means good trade for somebody, and perhaps the rates will not go up after all.

**Talker a Christmas Entertainer**

Mr. and Mrs. Will Crooks, with a large Gramophone, visited Poplar Workhouse on boxing day, and gave a series of Christmas entertainments to the aged inmates, who voted it the best time ever. Mrs. Crooks herself superintended the gramophone and joined in all the choruses, much to the delight and amusement of everyone.

**Amberol Record Publicly Demonstrated.**

Presided over by G. Croydon Marks, M.P., the National Phonograph Co. gave a highly successful demonstration of the new "Amberol" record to a large and influential gathering of newspaper representatives at Prince's Restaurant, December 10. The chairman's introductory remarks excited the interest—and no doubt provided a good deal of instruction—to his audience. We may hope so, at any rate, as in the past some of our esteemed contemporaries have not only held the talking machine up to ridicule, but through ignorance have made themselves more ridiculous still by not knowing the difference between a cylinder and a disc record, or machine. Happily this state of things is gradually being eliminated, and a few more such speeches as Croydon Marks gave would go further than anything to enlighten our friends of the pen. And remembering that the pen is mightier than

the sword, I had better say no more on this point. In the course of his speech, Mr. Marks gave a few statistics of a remarkable and interesting character. For instance, who would have thought it possible that the length of thread or line of sound waves around an Amberol record amounted to over 5,076 inches? It seems hardly credible, but such is the case. Thirteen records on this basis would measure a mile of music! The meeting ended by sending a message to Mr. Edison through the medium of a record which was produced to the wondering audiences almost immediately after being recorded.

**Nottingham Back in Harness.**

Francis Nottingham, we are glad to say, is now back in harness at the office, and although he necessarily has to take things easy for a while, he expects to be quite his old self again in a few weeks.

**A Correction.**

The Colmore Depot report in our last issue was inadvertently headed "Manchester" instead of "Birmingham." I am asked to mention this, as the Colmore people do not factor Amberol or Zonophones in Manchester, but are the official factors in these goods for Birmingham and districts only. A colored poster, 60 x 40, of an attractive and original design, is being distributed to Colmore dealers to advertise their special and exclusive line, the Melbo-phone. The Colmore Depot will send this poster to any midland dealer with his name at the foot as local agent.

**A Revolution in Recording.**

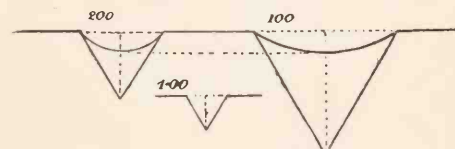
Following the announcement in my last report that Henry Seymour had invented and applied for letters patent for a new system of recording, I can now give some further particulars relative thereto. He claims that it is possible to make an eight-minute record on the standard cylinder with precisely the same volume and tone quality as the standard records, whereas if he confines the limit to four minutes,

he obtains just double the volume without the loss of quality, and enormously diminishes the surface noises in addition. I suggested that the appearance of the "Amberol" record had induced Mr. Seymour to devote himself to the problem of finer cutting, which he quickly contradicted; in fact, he reminded me that I had mentioned his experiments in this direction many months ago and that I had communicated the fact to the readers of *The World*.

I asked Mr. Seymour what he thought of the "Amberol," now that opportunity had been given to carefully judge it. He said that "it was a real advance, but Mr. Edison, however, had stuck to the original U track. Their tonal value is excellent, but the volume is much less than that of the standard cylinder.

"The volume of a record depends on two things: the depth of the vibratory cut and the extent of frictional contact by the reproducing stylus with the record track.

"The same area of track contact as that of the standard cylinder must be preserved to obtain the same volume, apart from the depth or amplitude of the vibratory cut, and this can never be preserved with the U form, since every unit of depth necessarily adds an increase in the width of the cut. This is so even with my new system (which is the V cut, formed by cutting edges which assume two sides of an equilateral



triangle, or maybe, a square), but not in the same degree. The employment of a cutting stylus in the latter form solves both the recording and the reproducing problems at once. I get more than double the depth of the 'Amberol' cut, and yet preserve the same frictional con-

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**Excelsiorwerk,**

London, Eng., 45 City Road

## FROM OUR LONDON HEADQUARTERS—(Continued.)

tact as that of the 100-thread record. As the sides of an equilateral triangle are always mathematically equal, whatever its size, a reproducing stylus of any size of the same shape will never fail to properly engage the track; and this is of the greatest importance both technically and commercially, for sapphire grinders are unable to make circular styli of uniform diameter,

these noises correspond with the tones of the record they were practically obscured. In the delicate passages of a record the V cut would be very shallow and therefore would emit scarcely any surface noise at all. With the deeper cut, corresponding with the louder tones, the surface noises would be greater, but only relatively so, and the greater strength of tone would render the track noise inaudible. Of course, much surface noise in present records is due to coarse blanks or badly deposited matrices, or to both. The finer cut requires fine processes, and when everything is in proper order in the manufacture of the records by the new process, only the very squeamish of critics will be found to object to those trifling extraneous sounds which are entirely due to the mechanical processes necessarily involved in producing a mechanical sound record."



MR. SEYMOUR INSPECTING AN 8-MINUTE MASTER RECORD ON A 10-INCH BLANK.

except by accident, whereas the triangular shape is both easy and cheap to produce."

"You propose to apply your system to the indestructible cylinder and to the phono disc?" I understand.

"Yes," replied Mr. Seymour; "the fine cut is just the one thing needed to make the indestructibles a success, for they will no longer be harsh in tone or noisy in surface. The samples of celluloid cylinders I have made are entirely without surface noise at all, but there is a little left with the 200-thread discs, which I hope to similarly eliminate."

I asked Mr. Seymour how he proposed to eliminate foreign noises entirely. He said that "theoretically it was impossible, but by making

the unbreakable type, and I asked Mr. Seymour about this. He said he had properly considered that as a plausible objection, which, however, was groundless. There would be no more pressure on the point than at any other part of the stylus, he said, because the two sides would constitute a natural check on the point. But to obviate any possible difficulty in this regard, the point could be slightly rounded in the reproducing stylus.

Mr. Seymour said the best results of the 200-thread were obtained in the disc form at present, the larger diameter favoring both volume and quality. He hoped to let me hear some samples when calling upon him again, although there were technical difficulties yet to overcome.

early part of the year were settled just in time to allow the workers to recover themselves somewhat before Christmas week, thereby enabling them to spend more money in the north than on the south side of the country. There is, however, no energy displayed by the public to purchase, which limits the retailers to a smaller stock in proportion. As soon, however, as the areas that have been affected by the recent strikes and labor troubles get normal, there is not the slightest doubt but that trade will recover, and in all probability make up for past losses.

In Leeds, Scott & Co. report business as fairly moderate. Zonophones are selling exceptionally well with them, and the new "Amberol" records are now being taken up very freely by the dealers.

Business is reported good at Hilton & Co. They have done exceptionally well in the north and northeast of the country, and are satisfied with the results in their extensive wholesale business, but in the retail depot business was reported as rather slow, only a moderate trade being maintained, notwithstanding local advertising and other publicity, the spending power of the public has not been free, owing to general business depression, and reports of a like nature come from Messrs. Hopkinson.

Appleton & Co. have recently removed from Upper Mill Hill to more extensive premises in Aire street, where they will be in a position to deal better with their customers' requirements.

"The Record Phone Co.," Thornton's Arcade, state that business with them is not quite so good as expected. Zonophones, Twins and Edisons are selling very well, and they expect that business will be altogether better shortly.

Mr. Jenkins, of Queen Victoria street, the original Pathé factor for Leeds, reports business as very good. He is also stocking Homophone records, and is very well pleased with them. Mr. Jenkins is now manufacturing his own machines and cases, having recently started a cabinet-making workshop. The models we saw are exceptionally nice, and being sold at a reasonable price, he hopes to do a very large trade.

Another firm of cabinet makers, "The Leeds Cabinet Phone Co.," are also making a large assortment of cabinets for the talking machine industry. They have probably, in all, about one dozen different designs, from £2 or £3 up to £30.

The well-known cycle agents, Messrs. Greenwood, and Messrs. Byrom, have taken up Pathé goods again this year, and from all appearances are doing well with them.

## TRADE REPORTS FROM THE PROVINCES

## LEEDS NOTES.

Leeds, January 3, 1909.

In Yorkshire, generally, trade is not so good as was anticipated. In Leeds and the neighborhood the retail trade, specially, has been some-

what slow, but on the northern coast, Middlesborough, Newcastle-on-Tyne, and the adjacent districts, sales are reported to be a great deal better.

Fortunately for the talking machine trade the labor disturbances which occurred during the

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Accredited Agents in U. S. A. **The Portland Talking Machine Co.**  
JOBBERS

PORTLAND, MAINE, U. S. A.

## LIVERPOOL NOTES.

Liverpool, January 3, 1909.

In Liverpool and district generally trade has somewhat increased, but nothing compared to what it should be. In one or two cases traders appear to be busy, but it is the exception rather than the rule.

In the wholesale field, Messrs. Richardson are holding their own this season and concentrating upon the Amberol records, they appear well satisfied.

At Messrs. Johnson's they have been receiving a steady influx of orders from the country districts principally, and are well satisfied with the results.

At Thompson, Helsby & Co. business is reported as fairly good, but nothing startling.

We had the pleasure of a long chat with Messrs. Turner and Carter, who are the managing directors of the Melograph Disc Record Co., Ltd., a few days ago. They have had, so far, rather an uphill time owing to very severe competition, but express themselves as very hopeful regarding the near future. They have recently placed upon the market another special supplement containing some extra good titles, and although the business has not been quite so good



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FOR the finest double-sided 10-inch disc records on the market, 2/6 each.

Compare these with any other make at any price.

Write for lists and samples (Trade only).

as they expected, they hope it will considerably increase in a short time.

In the retail business, Archer & Co. state that business is only moderate.

Cramer & Co. find that it has been considerably better recently, especially in the higher-class goods. Jake Graham has also been very busy.

In the other houses, although there is a certain amount of sales being made, there is a distinct lack of energy and enthusiasm with the buying public this season. The recent labor troubles have caused a serious set-back as regards machine sales, and on the record side, where last season a dozen were purchased, probably only two or three are bought now. In addition to this there has been recently large quantities of liquidative stocks and job lines placed on the market, and these have also caused a further diminution in sales of the ordinary goods.

Altogether, the past year, 1908, has not been what one would term a really successful one. Notwithstanding plenty of energy and hard work, very small profits are being made, and we rather anticipate that in not a few cases they will only just cover trading expenses.

Christmas and New Year festivities are now over, and we hope that the year 1909 will bring us better and more trade than did 1908.

**MANCHESTER.**

Manchester, January 4, 1909.

Generally speaking, the trade has not been so good as anticipated; disc records have sold fairly freely, especially the well-known makes. Disc machines have been somewhat slow. In cylinders, Edisons have, of course, taken the lead. Gems, Standard and Home machines have had a steady sale. The booming of the Amberol has caused this; nevertheless the market is very unsettled. Job lines, both recently offered, also others that are in view, bring down the prices, and make the dealer extra cautious in buying.

Messrs. Duwe have had quite a rush during December, the output being very large; machines not quite so freely, but records in quantities. Edison machines, also the new attachments, with Amberol records, have the call.

Messrs. Richardson have had a busy time also. Zonophones, Twins and their special Truetone disc machines, with Edison goods, have in each case found good sales.

Messrs. Burrows also report business as very good. At Frazer Watson's Pathé goods were strongly in evidence. They had, however, missed a good many sales during December from delay in delivery, but hope, now that the stock has arrived, to go ahead.

The Edison-Bell Phonograph Co., Ltd., closed up their depot at 22 Dantzig street on December 25. From what we gather there will be important changes in this concern before very long, with a view of bringing it right up to date upon lines that will enable the very severe competition to be met.

In the retail houses sales are less than last year; customers are more critical, spend much more time hearing records and buy less at the finish. Money during Christmas has not been spent so freely as in previous years, and it will be some months yet before business resumes its normal condition.

Eight-inch and sixteen-inch cylinder records will soon be placed on the market by a London concern.

**ELEMENTS THAT COUNT.**

Points to be Considered in Selling—Customer Should be Treated in Such a Manner That He Will Call Again.

In every sale there are three elements. The article to be sold, the person who wishes to sell—that is, the salesman—and the person to whom the sale is to be made. In all sales it is assumed that the article to be sold has merit and real value and will be of use to the purchaser. It is to be assumed, also, that the salesman may of right sell the article and that he understands the article thoroughly and can present its merits to the prospective purchaser. The third element in the sale, the person to whom the sale is to be made, is a most important factor in the transaction, and upon the salesman's understanding of his customer, his appreciation of the customer's needs, and his quick perception of his customer's peculiarities, will depend his skill and success as a salesman.

It is sound policy always for the salesman to treat the customer as though he expected to meet him again many times, and to make not only the present, but many future sales. The policy of treating the customer as though this were the only time when he and the salesman were to meet is not only bad ethics, but bad salesmanship, and it is best always for the salesman to sell to his customer something which the customer needs and something which is of proper value for the consideration received. In this way the transaction will beget confidence and when the salesman and the customer meet upon future occasions, the salesman has already stored up capital in the way of a reputation for fair dealing and reliability.

We are all salesmen of our wares, whether those wares be thread and needles and buttons, or whether they be flour and potatoes and hay, or whether they be publicity, as in the case of newspaper advertising, or whether they be services as in the case of a doctor or the schoolmaster or the public official.

In all the higher lines of salesmanship the study and understanding of the customer becomes a most important matter. The salesman must know where to find the person to whom he may sell. If he has valuable real estate to dispose of, he must know, first, the sort of property which will be useful to his customer, whether that customer needs a factory site or a place where he may build a retail store, or whether he needs a lot on which to erect his home. The salesman must, by a study of the customer, learn

the man's resources and be able to suggest for his consideration the kind of property and of such value as the purchaser can not only use but pay for. Sometimes he must arouse in the customer an appreciation of the need he has for the property offered. He must be shown the advantages of the purchase, financial or social. In other words, an appetite must be created.

**HAMMERSTEIN GETS McCORMACK.**

The Great Irish Tenor Who Scored Such a Success at Covent Garden Will be Heard Here.

Oscar Hammerstein announced early last week that he has a new grand opera tenor, whose talking machine records are so much admired abroad and in this country. He is an Irishman and his name is John McCormack—probably the first Irishman ever engaged as a leading grand opera tenor by an American impresario. Mr. McCormack is already well known. He is described as tall and handsome, only 24 years old, and there are some connoisseurs who have gone so far as to say that he has "the most beautiful tenor voice of any singer now before the public." Mr. Hammerstein has taken him under a long contract, and he will make his first appearance in America at the Manhattan and Philadelphia opera houses early next season. Mr. McCormack came of humble parentage. A wealthy Irish woman was attracted by the marvelous beauty of his voice while visiting a sick tenant to whom he was singing. This woman sent him to Milan to study under Sabatini, with whom he stayed two years. While in Italy McCormack acquired stage experience and a repertoire of Italian operas. He came to London and made his first important appearance at the London ballad concerts. At this concert Mme. Clara Butt made her reappearance after a serious illness of six months. The Queen's Hall was packed to the walls. Mr. McCormack was No. 5 on the program and Mme. Butt No. 6. Everyone was on the qui vive to hear the latter, and when Mr. McCormack appeared to sing "Che Gelida Manina" from "La Boheme" the crowd became impatient. He had not sung ten bars when all ears were strained to hear him. He was recalled sixteen times. Then he sang a simple Irish ballad and was recalled ten times. Mr. McCormack's first appearance in Covent Garden opera was in October, 1907, in "Cavalleria Rusticana."

Max Landay, of the Talking Machine Supply Co., New York City, will make a western trip about January 15, going as far as Chicago.



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For Giving You

**PROMPT DELIVERY**

of all the latest Types and Titles.

WE SPECIALIZE IN

**Zonophones and Genuine Edison**

TALKING MACHINES AND THE NEW

**AMBEROL FOUR-MINUTE RECORDS**

IF YOU haven't the particular record that your customer wants, remember that WE HAVE. You need never disappoint a customer or lose a sale if you

**SEND US YOUR ORDERS**

**BROWN BROS., LTD.,** 22-32 Great Eastern Street, LONDON, E.C. and Deansgate, MANCHESTER



## TRADE NOTES FROM GERMANY.

Holiday Business Behind Previous Years—The Outlook—Talking Machine Manufacturers Unite to Protect Their Interest in New Copyright Matters—International Zonophone Co.'s Exchange Arrangement Popular—New Firm to Make Disc Records in Hanover—H. Bahre Closes Branch House—Dealers Fight Against Unfair Competition—Some of the Schemes Condemned as Unfair and How They Work.

(Special to The Talking Machine World.)

Berlin, Germany, Jan. 5, 1909.

Reports coming in from various sections of the Empire indicate that the holiday trade this year fell far short of that for 1907, though quite brisk as compared with business during the past few months. Nor is there any prospect of much improvement in conditions in the near future or so long as there are war clouds in the Balkans and the financial outlook is unsettled. However, the optimistic ones look for a change when the new taxes have been introduced and the country's finances put in order.

The talking machine trade bears up well in comparison to other lines. The factories as a rule keep fairly busy and retailers through strenuous efforts are able to make a comparatively good showing.

The decision of the Berlin copyright conference to the effect that in future the transfer of music pieces to automatic instruments (talking machines, records, etc.) will be considered an act of piracy, just as reprinting or relithographing, has greatly interested the talking machine and record manufacturers in this country. The decision is to take effect not later than October 1, 1910, and it may perhaps be much earlier in Germany and a royalty must then be paid for all copyrighted music transferred to automatic instruments.

As a result of the conference an association of German talking machine manufacturers has been formed to protect the interests of that industry in the matter of copyright. A committee was sent to the office of the Interior and were assured that their demands would be carefully considered before the government took any action on the copyright question in the Reichstag. It is feared that Germany is prepared to take more drastic action on the question than any other country represented at the Berlin conference.

The Deutsche Graphonic Gesellschaft, m. b. H., are a new firm who have commenced business in this city under the management of Herr Wilhelm Bree. They have a capital of M. 20,000 and will trade in writing and talking machines.

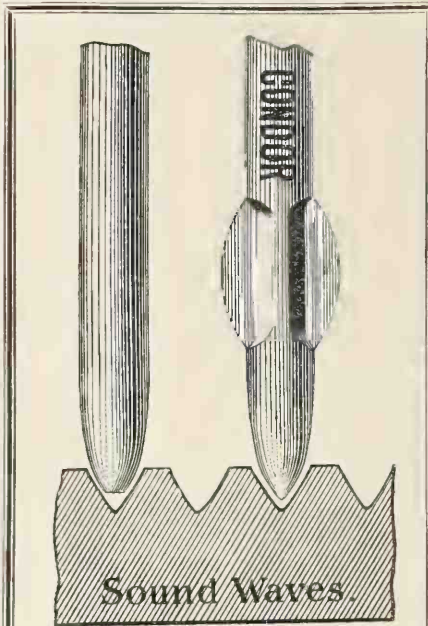
The arrangement made the International Zonophone G. m. b. H. for the redemption of worn records is proving highly popular. The plan, which became effective on December 1, provides that Ms. 50 will be allowed in Germany for every Zonophone record returned on condition that a new one is bought at the time. This firm have recently issued a lengthy list of Stuttgart records containing band and orchestra selections and a series of folk songs.

The Concordia Schallplattenfabrik G. m. b. H. are a new firm who have begun the manufacture of a new disc record in Hanover. The new record is made of specially hard material and are said to give excellent results.

H. Bahre have given their branch house in Koln in order to properly handle their extensive trade in this city. Herr Dinkelspiel will, however, act as their representative in Koln, with offices at Moltkerte 52.

When some years ago advertisements appeared in the German papers announcing that talking machines were to be "given away," there was a great stir in the ranks of the talking machine dealers. The first advertisements of this kind were worded in such a way as to make the public believe that the talking machines were really "given away," because the conditions connected with the "giving away" were scarcely mentioned.

These advertisements afforded the dealers an opportunity of successfully taking legal proceed-



# CONDOR

is the

Only Needle in the  
World having



## Each Point Warranted



therefore

## Best Reproduction

No Ruin of Record

Sole Manufacturer

### Jos. Zimmermann Needle and Pin Works

AACHEN, - GERMANY

ings, on the ground of unfair competition, against the firms advertising in this way.

Under the law against unfair competition any person is liable to punishment who, in hoarding his goods, endeavors to create "the appearance of an exceptionally favorable offer," if in reality no such exceptionally favorable offer is made. Now an investigation of this "given away" business when the idea was first promoted shows that there is nothing in the nature of an exceptionally favorable offer connected with it, because a purchaser only received a talking machine gratis upon undertaking to purchase a large number of discs and to pay for them in weekly instalments. The article "given away," that is to say the talking machine, did not become his property until the entire amount had been paid.

There was further the fact that these firms in their advertisements endeavored to create the impression that the discs were being sold without addition to the price. As a matter of fact, the discs in question could be obtained from any regular retail dealer at m. 2.50 to m. 3 (mark equals about 24 cents), whereas the "given away" firms charged m. 3 for them.

After a compromise in a law suit for unfair competition the "given away" firm undertaking to no longer make use of the advertisement, complained of in the old form, the remaining firms of this class became more careful. They went so far as to hint in their advertisements that anyone wishing to receive a talking machine gratis would have to "subscribe" for a "certain number" of discs.

The attempts to induce the public prosecutor to proceed against the people who inserted these advertisements on the ground of unfair competition were not successful, as the authorities took up the standpoint that it was only a "veiled instalment business" which could easily be "seen through."

Now, as long as the "given away" firms increased the price of the discs, the competition was not of general importance to the dealers, although it made itself felt in some places. There was also no change in the situation when the "given away" firms in some cases put their own labels on discs, which could be bought in the ordinary course of business for M. 2.50 to M. 3. It was of more importance that the greater part of the public recognized that the discs were practically the same as could be purchased elsewhere at prices ranging from 90 pf. to M. 1.40 cheaper. The more the public got to know about the different discs manufactured by the various firms the more probable did it become that they would object to the increased prices which the "given away" firms charged for their discs.

A change in the situation has taken place since last summer, as in the meantime the largest of the "given away" firms has closed a contract with a prominent disc manufacturer which enables it to supply, even in connection with the "given away" business, an undoubtedly first-class disc at the usual retail price of M. 3.

This company have been induced, in consideration of an order for 100,000 discs, to make the "given away" firm a special concession in the matter of price (in well-informed circles there are rumors of M. 1.05 or M. 1.10 as the cost of the discs to the "given away" firm). Under these circumstances the purchaser obtains discs from the "given away" firm at the price which he would have to pay the ordinary dealer for them, both being bound by contract not to sell at less than M. 3.

Now, in order to prove to the public that they are, nevertheless, being imposed upon, a leading Leipzig wholesale house has broken off its connections with the manufacturing concern referred to and has since that time sold these discs below price. This firm, and the dealers who take up the same position, are of opinion that the public must be shown that these discs are to be had at M. 2.25, so that they see that they are being continually imposed upon by the "given away" firms.

The calculation used in support of this contention is as follows: In order to obtain a machine gratis the customer must purchase 45



discs at M. 3.—(2 per week) so that the "given away" firm receives M. 135. The machine supplied is valued at the difference between the regular retail price of M. 3.—and the cutting price of M. 2.25, that is to say at M. 33.75, whereas it is really worth only about M. 20.

It is evident that this cutting policy can only last a certain length of time, that is until the firms taking part in the movement have exhausted their stock. On the other hand a close observer will regard this cutting of prices with mixed feelings. "A disc which is acknowledged to be first-class being thrown on the market at a retail price of M. 2.25," he will say, "shows that other discs are also not worth more."

The idea practiced by some of the dealers of boycotting the manufacturing company on account of this contract with the "given away" firm has had no practical result and will probably not have the desired effect. Further only a small number of dealers can afford to sell these discs at M. 2.25, as at this price they make no profit.

So far as the future of the "given away" business in Germany is concerned, it may be stated that if the advertisements are carefully worded it is impossible to combat the movement legally through the public prosecutor on the score of unfair competition. Even if a purchaser really believes that he has received an inferior machine from the "given away" firm, he will very seldom be prepared to go to the length of a law suit against them.

In one case in which certain dealers made use of a purchaser to institute proceedings against a "given away" firm a partial success was gained. However, too high a value must not be placed on this, as it is possible for the "given away" firm, by virtue of its large contracts to "give away" a comparatively good machine at a low price.

On the other hand, there are large sections of the public who would purchase talking machines, but have difficulty in getting together the necessary amount of money to purchase both apparatus and a number of discs for cash. A purchaser naturally wishes to have a few discs

with his machine so that he can make use of it. The "given away" firms fill this want rather cleverly by supplying five discs with the machine and accepting a deposit of M. 15.

Viewed from an unbiased point of view it must be admitted that the subscription for two discs a week provides a constant supply of new music, etc., and this greatly enhances the value of the machine in the eyes of the owner.

However, until one or more large "given away" firms establish permanent agencies in all the important places and open up the extensive market, which undoubtedly exists, by putting a large amount of capital into the business, these "given away" advertisements are of secondary importance. Should a number of financially strong firms develop this market in earnest, in which case they might possibly be able to reduce the weekly number of discs to one, talking machine dealers in Germany would probably lose a great part of their business. At the same time such steps would soon make the talking machine an everyday article for the general public, in which direction but a very modest beginning has so far been made.

The cover of the catalog supplement for January of the Edison records is a nifty affair. And the portrait of Cal Stewart ("Uncle Josh") is the frontispiece of the New Phonogram. Cal originates his own stories, and gives much time and attention to working out the details of his often inimitable series. As may be noted, Cal has returned to the staff of Edison artists, and Walter H. Miller, manager of the laboratory, is to be congratulated on having the gentle philosopher of Punkinville with him again.

Christmas Eve the establishment of J. F. Blackman & Son, 3937 Third avenue, New York, Edison jobbers, was visited by thieves and \$300 purloined—a far from agreeable experience. Since then, however, a new safe has been installed, and the firm's ready cash is now considered safe, according to B. R. Barklow, of the National Co.'s force.

FORTUNES FROM INVENTIONS.

Inventors Usually Spoiled by Newspapers Through Fanciful Stories of Wealth in Patents.

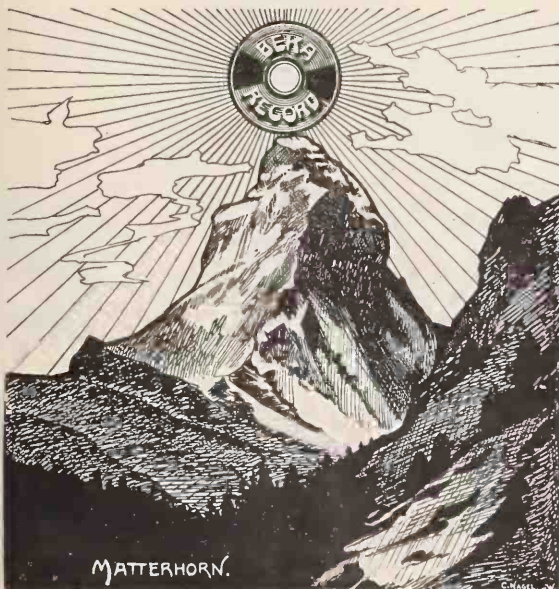
We clip the following from the Indianapolis, Ind., News of recent date. It is only one of many relating to "fortunes" to be made from improvements in the talking machine. We cannot have too many minds working toward the betterment of this ever popular machine, yet the daily papers unquestionably print a lot of nonsense about fortunes to be made from minor inventions. We sincerely hope that Mr. Brown will make all that the News says he expects to make, but expectations are not always realizations. Here is the item to which we refer: "E. A. Brown, formerly of Carmel, who recently invented a rapid-fire gun that attracted attention, has just applied for a patent on an ingenious device for a phonograph. The new appliance is small, not as large as an ordinary thimble. The device is attached to the cylinder, on which the records are placed. It holds the record so firmly that it is impossible for it to vary, thus doing away with the rasping noise. The record is placed on the cylinder, a miniature gate is closed and when the selection is finished the gate opens automatically and the record is removed. Mr. Brown believes his invention will bring him a small fortune."

VICTOR LITERATURE.

The Victor Talking Machine Co. have been sending more excellent literature to their dealers in the shape of reproductions of four of the page advertisements carried by the company in farm journals and an inspiring article upon taking advantage of the company's widespread publicity campaign by the local dealer. The text of the folder is to stimulate the dealer to get after the trade of the farmer and it should accomplish its purpose.

# BEKA RECORD

## The Best Disc In the World



The Largest and Most Comprehensive Repertoire in

- |            |             |                 |
|------------|-------------|-----------------|
| German     | Danish      | Tamil           |
| English    | Arabian     | Malayan         |
| French     | Turkish     | Burmese         |
| Italian    | Chinese:    | Hindustanee:    |
| Russian    | Swatow      | Urdu            |
| Polish     | Guakau      | Marathi         |
| Spanish    | Pekinese    | Gujarathi       |
| Portuguese | Shansinese  | Hindi           |
| Hungarian  | Kiangnanese | Tarsi, and 15   |
| Dutch      | Cantonese   | other dialects. |

REPertoire ALWAYS UP-TO-DATE

For terms, etc., apply to

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

Sole Agent for Great Britain and Ireland:

O. RÜHL, 77 CITY ROAD, LONDON, E. C.



## TIMELY TALKS ON TIMELY TOPICS

The attitude of the Victor Talking Machine Co. relative to the display of misleading signs and the employment of untruthful—it can be designated by no other term—advertising, is universally commended. Dealers who indulge in this method of inducing business to come their way by bamboozling the public, are taking that undue, if not unfair, advantage of the situation generally known in mercantile affairs as sharp practice. The Victor Co., in a circular letter that appears in this issue of *The World*, have administered a deserved rebuke to dealers who have strained a questionable point in this respect, and admonished others who may be inclined to follow in the same footsteps that there are limits in the use of their famous title beyond which even Victor dealers or distributors cannot go without incurring the danger of being "cut off." At the same time that great majority of the Victor army who are above such paltry subterfuges are greatly gratified that the company, whose good name has been taken in vain, have come to their rescue and checked a custom—growing to formidable proportions—that placed them in a false light, and apparently wrongly magnified the importance of competitors "guilty as charged in the indictment."

News paragraphs of ancient lineage and suspicious value are never suffered to pass out of existence by the daily press. Occasionally the so-called "scientific" publications are similar sinners. In this category the following, now "going the rounds" again, may be placed: "The talking postal card is the invention of a French engineer, and has become so popular in that country that the American rights have been secured and the device will be placed in the cities of the United States. The person wishing to send a talking postal card to a friend enters the booth and talks into a machine that records the words on the specially prepared postal card. When the recipient receives the card 100 or 1,000 miles away, he, or perhaps she, takes the card to the nearest postal booth and inserts it in a machine which talks the message it contains. The record on the postal card is indestructible and the exact voice of the sender is heard."

The "talking postal card" sounds extremely familiar, and is doubtless the same "novelty" introduced from abroad several years ago in the form of a small celluloid disc record pivoted to a card designed to send through the mails, the address, etc., appearing on the obverse side. To be sure, these were stock cards and the records a few bars of music to be reproduced on a small machine. However, as has been truthfully said of many ideas, it is but a step from the sublime to the ridiculous, and this may be applied with equal force to this "invention of a French engineer" when it comes to the recording of sound on any kind of record for reproduction. In the first place, the human voice, to be intelligible, must be of a certain tone quality, and cannot be recorded without suitable apparatus, the exercise of unusual skill and proper surroundings. Secondly, the popular fallacy that the recording of sound is a simple and child-like process, such as this "talking postal card" provides, condemns the article out of hand. And the necessity of using the special "postal booth" for the reproduction is equally absurd. The assertion that the American rights have been secured to place this invention in the principal cities of the United States is a figment of the imagination. The fool killer has long since finished his work regarding such schemes.

For a comprehensive view of current trade conditions the occasional conferences of the selling forces of the manufacturing companies afford an excellent opportunity. Recently, or to be exact, the western salesmen of the National Phonograph Co. assembled in Chicago December 28, meeting General Sales Manager Dolbeer. On

January 4, at the factory in Orange, N. J., the eastern travelers came together. Among themselves the frankest expression of opinion was invited at both of these interesting gatherings of men who keep in the closest touch with the trade throughout the year. The meetings were executive, of course, but the reports coming therefrom indicate that these "knights of the grip" look forward with enthusiasm to the present year as one of great possibilities for the talking machine business. Doubtless the Victor, Columbia and Universal companies have gone over the same ground with their selling forces in their own way, and with like results. Concerns engaged in the manufacture of minor requisites and essentials, so far as can be ascertained, are in a similar frame of mind. It remains for the jobbers and dealers to gird up their loins, assume an aggressive and progressive attitude, and with a long pull and a strong pull and a pull all together, these predictions will be realized.

Still the several big things that were about ripe to be launched on the trade linger in the lap of uncertainty. Premature announcement is occasionally what may be forcibly described, colloquially, as a "bad break"; then, again, hope deferred maketh the heart sick. Patience, however, is a virtue, and under the circumstances it should be exercised in justice to those immediately concerned in these enterprises of great pith and moment.

Within the next few weeks will be adjudicated several of the crucial patent cases dealing with basic and constructive talking machine inventions that have been before the United States courts for years. By the time *The World* reaches its readers the Berliner suit will have been argued in the Supreme Court of the United States; the Jones process for duplicating disc records been again before the United States Circuit Court of Appeals; and the cause celebre of the New York Phonograph Co. against the National Phonograph Co. and others, heard by the same tribunal. Possibly before the next issue decisions in every one of these cases may have been rendered, and in that event, as was once observed, "we will know where we are at!"

A splendid large portrait of Thomas A. Edison in colors, sketched from life, appeared lately in the Sunday edition of the *New York Herald*, as the first of the ten greatest living Americans, excluding politicians. The series are confined to men who are paramount in philosophy, literature, invention and kindred fields of human endeavor. And lo! the "Wizard of Orange"—the inventor of the phonograph—heads the distinguished list. This is a reminder that on February 11 Mr. Edison will be sixty-two years of age—in the best of vigorous health and keenly

interested in the many and varied subjects he has made his life study and to which his best intellectual efforts have been given.

In no one year has the work of the Columbia Phonograph Co., General, been so effective or created so favorable an impression in the trade at large. The increase in the list of Columbia jobbers and dealers is proof positive that 1908 was a red letter year, and General Manager Lyle, now on a well-earned vacation in Europe, is to be congratulated on the energetic and successful manner in which the new selling policy of his company was inaugurated, carried forward and firmly established.

Occasionally is heard the plaint that European manufacturers are "away ahead" of the United States in the perfection, completeness, elegance, practicability, utility—with a dozen more eulogistic adjectives additional and then some—of talking machines, records, etc., etc. Usually importing agencies who are unable to "butt in" the great market here are wont to express themselves in this jaundiced strain; but the soft impeachment will not hold water. Else why should our manufacturers—the inventors, originators and discoverers of nearly every vital improvement—desire to turn out their product under the personal supervision of their own factory experts, superintendents and capable working force in all branches? Goods of the same nature made in European plants lack uniformity and finish and will not pass muster under the high standards maintained here. At least, such is the opinion of men who speak by authority, being acquainted with both markets. When it comes to the "cheap and nasty," as one well-known traveling sales manager termed it, then "Europe is ace high"—a doubtful compliment. The aim here is not how cheap, but how good, with the best none too good. A distinction and a difference!

The building occupied by the Columbia Phonograph Co., General, in the City of Mexico, Mexico, is over 300 years old and is the oddest structure imaginable. The material of which it is constructed is a composition of volcanic stone and cement, and its most remarkable attribute is that for three centuries it has withstood the least sign of climatic exposure, particularly searching and wearing in that part of the world. Ancient hieroglyphics of historical significance ornament the outer walls, possibly prophesying the wonders of the modern talking machine that would be found on the premises later on. Export Manager Burns, when pressed for an interpretation, fancies something like this would go (nobody else knows the difference), but at the same time he will not "stand for the story." An excellent photograph of the antique place, ornamented with Columbia signs a la Español, adorn his private office at headquarters in the New York Tribune building.

A coal-black "coon" called at the office of the New York Talking Machine Co. (nee Victor Dis-



### SPECIAL-FABRIK

## CARL SCHROETER

BERLIN S 42. PRINZESSINENSTR. 21



FLURSTEDT  
bei Apolda i. Th., Germany

## E. SAUERLANDT

CHEMISCHE  
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The largest manufacturing plant in the world devoted  
exclusively to the manufacture of Master Waxes for

# Gramophone and Phonograph Recording

Sole Manufacturer of

### Sauerlandt's Material for Hard Moulded Records

Attention paid to the Manufacture  
of any Special Material.

Master-Wax

ALL MATERIALS PROTECTED  
BY PATENTS.



tributing & Export Co.), 83 Chambers street, New York, last month, and saw V. W. Moody, the urbane assistant manager. The "cullud gemmen" volunteered the information that he was president of the American National Purchasing Agency, and said he was in the habit of buying a good many Victor machines and would like to get the lowest and best discounts of Mr. Moody's company, adding the remark, evidently intended to strengthen the importance of the A. N. P. A. as a commercial factor: "Ahr concern buys as much as 1,000 needles at a time, sah!" Moody fell in a faint and feebly asked Moffatt to help him out, as he was unequal to the emergency.

With the announcement by the National Co. this week that the special licenses for the sale of second-hand machines were ready for distribution, the executive committee of the National Association of Talking Machine Jobbers state that this is another concession they have brought about for the benefit of the trade at large. The committee say it has taken some time to convince the National Co. of the justice of their contention, and now that the company have finally coincided in their views, they are sure jobbers and dealers will appreciate the good work the association is accomplishing. The Victor Talking Machine Co. have the same suggestion still under advisement.

G. H. Schubert, of Reno, Nevada, has sold out his Edison store in that city to the Menardo Stationery Co., of that city, and expects to leave at once for Chicago, where he will locate, and further the sale of his extensible record rack, which has proven a great success. Mr. Schubert found that being located so far West was somewhat of a disadvantage in properly placing his rack on the market.

Last week George F. Ornstein, chief of the Victor Talking Machine Co.'s staff of salesmen, was in New York City calling on the distributors. He was as debonair and genial as usual, and has a great handshake.

THE HERZOG DISPLAY

At the Furniture Exposition Which Opens in New York on Jan. 18 Will Contain a Full Line of Their Cabinet Specialties—A Greeting from Mr. Carpell.



M. A. CARPELL.

The New York Furniture Exposition will open its semi-annual exhibit on Monday, January 18, lasting until February 6, inclusive, at the Grand Central Palace, Lexington avenue and 43d street, New York. There M. A. Carpell, eastern manager of the Herzog Art Furniture Co., Saginaw, Mich., will display a complete line of cylinder and disc record cabinets, Pianola and music cabinets, ladies' desks, library and parlor tables, sewing cabinets and talking machines. Two new features interesting to the talking machine trade are cabinets to hold Amberol record cartons, constructed under a new Herzog patent. Also disc cabinets equipped with the Eberhardt disc record holder, which separates each record inside the cabinet in an indexed and numerical way. Mr. Carpell will be very glad to receive all his friends during the exposition and show them the company's line. A full display of Edison and Victor machines will be shown in connection with the cabinets.

On behalf of the Herzog Art Furniture Co., Mr. Carpell wishes to thank the talking machine trade for their loyal and substantial patronage in the past, expressing the hope his friends will stand by the line and himself, in view of the fact that his is the only protected and restricted line of cabinets in the market. He also added: "I wish the year 1909 will again bring us all back the same measure of prosperity we enjoyed in 1906 and 1907."

NATIONAL CO. SALESMEN MEET

At the Company's Works in Orange—Greeted by Mr. Edison—Addresses by President Dyer and Other Officers—Those in Attendance.

January 4 a meeting of the National Phonograph Co.'s eastern salesmen was held in the library at the Edison works, Orange, N. J. At the morning session Thomas A. Edison saluted the "boys" with a short address of greeting and good wishes. Brief remarks were subsequently made by Frank L. Dyer, president of the company; C. H. Wilson, general manager; F. K. Dolbeer, sales manager; E. H. Phillips, manager of salesmen; Peter Weber, superintendent of the works; L. C. McChesney, manager of the advertising department. At 12.30 they adjourned to the Orange Club where a substantial dinner and the et ceteras were enjoyed for a couple of hours.

Another business session was held in the afternoon, whereat the selling and marketing of the Edison products were gone over in detail, each of the salesmen contributing a share of their experience coupled with practical suggestions. Besides the above the following members of the eastern road force were in attendance: A. C. Ireton, A. M. Hird, B. R. Barklow, F. W. Ewan (Canada), G. A. Hedden, F. L. Hough, Jr., F. H. Hird, Jr., J. W. Scott, J. F. Stanton, R. H. Veale, Jr., and C. D. Warren. The staff were enthusiastic over the prospects, and at the close of the conference started for their respective territory.

W. A. Lawrence, of the Standard Metal Mfg. Co., Newark, N. J., was in New York this week visiting the jobbing trade. Mr. Lawrence deplores the condition of the horn market, which he says was brought about by the indefensible practices of irresponsible makers of rubbish at ruinous prices. With the addition of a new specialty, he says, the S. M. M. Co.'s plant will be the largest of its kind in the country.

"ECHO" ALBUMS for DISC RECORDS

A Complete System of Unit Filing for Disc Users



Patent applied for L. J. Gerson.

JUST THE THING FOR RED SEAL COLLECTIONS

"Echo" Record Albums Preserve the Disc Records Against Dust, Careless Handling and Scratching. These Albums Show Records to the Best Advantage, and the Indexes Enable Instant Location of Any Selection

FOR SALE BY ALL DEALERS

Now Ready for Delivery { 10-Inch Size, \$1.25 Each  
12-Inch Size, \$1.50 Each

SEND ORDERS TO  
**MUSICAL ECHO COMPANY,** EDISON AND VICTOR DISTRIBUTORS, 1217 Chestnut St., PHILADELPHIA, PA.  
LOUIS JAY GERSON, Manager

# When You Cultivate a Field We'll Build the Fence

*Here's Your Fence—Exclusive Selling Rights:*

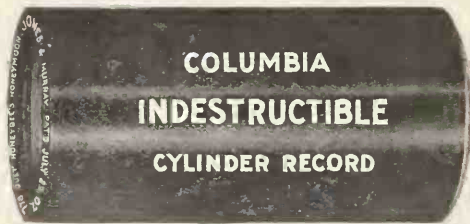
EXCLUSIVE COLUMBIA SELLING RIGHTS. NO COMPETITION IN YOUR TERRITORY.

EXCLUSIVE COLUMBIA SELLING RIGHTS NO COMPETITION

EXCLUSIVE COLUMBIA SELLING RIGHTS NO COMPETITION



- Columbia Disc Graphophones, - \$25 to \$200
- Columbia Cylinder Graphophones, \$20 to \$100
- Columbia Double-Disc Records, - - - 65c.
- Columbia Grand Opera Double-Disc Records, - - - - \$1.50, \$2.50, \$3.50
- Columbia Indestructible Records, - - 35c.



EXCLUSIVE COLUMBIA SELLING RIGHTS. NO COMPETITION IN YOUR TERRITORY.

## Exclusive Columbia Selling

If your territory is still open, you will be making the biggest mistake of your life if you neglect to write in for particulars before it's too late. Writing in for particulars doesn't sign you up for anything—it only puts you in line for consideration and the chances are you will find it well worth your while to get those particulars, whatever action you take.

Territory is closing up fast all over the country

and already the dealers who signed up two months ago are congratulating themselves that they too time by the forelock. Not one exclusive Columbia dealer has expressed the slightest dissatisfaction with his protection or with the financial results of it—and we never had in the history of the Company any such proportion of re-orders as we have received from these same newly-established exclusive Columbia dealers.

Columbia Phonograph Co.,





**VICTOR-LEEDS & CATLIN CASE UP.**

(Special to The Talking Machine World.)

Washington, D. C., January 14, 1909.

The case of the Victor Talking Machine Co., Camden, N. J., against the Leeds & Catlin Co., New York—Nos. 80 and 81 on the calendar—was reached to-day in the Supreme Court of the United States. It is an appeal from the findings of the United States Circuit Court of Appeals, second circuit, and involves the validity of the celebrated Berliner patent, which has been sustained by the lower court; also the fine of \$1,000 imposed for contempt of court imposed by Judge Lacombe, United States Circuit Court, southern district of New York, for ignoring a judicial order in connection with the same patent. This is the first talking machine patent case to reach the Supreme Court, and its decree in connection therewith will be absolutely final. After the argument the court took the papers and reserved decision. Some pointed questions were asked by the learned justices during the hearing. The record is voluminous. Horace Pettit, of Philadelphia, appeared for the Victor Co., and Louis Hicks, New York, for the Leeds & Catlin Co.

**GOGORZO RECORDS BIG SELLERS.**

One of the most popular makers of records is that great artist, Emilio de Gogorza, whose baritone voice is familiar to all lovers of the talking machine. Mr. Gogorza received his musical training in the United States, and possesses a voice and a method that is equal to any of our imported artists. His repertoire is an extensive one, and there are few singers greater favorites in concert. In the West and Pacific coast especially Gogorza has scored a tremendous success the present season, but undoubtedly he sings to his largest audiences through the talking machine. His voice is always a delight. He sings with rare finish and charm. Dealers in talking machines should always make it a point to feature Gogorza records when he is scheduled to give a concert in their city or vicinity.

**A CHAT WITH JOHN W. SCOTT.**

Once in a while The World has the pleasure of meeting "Scotty"—John W. Scott, to use his formal and official title—who travels New England for the National Phonograph Co. He was "tu hum" in Newark, N. J., for the holidays, and before hitting the trail again had a word or two to say, in a philosophic strain, of course, about his trade, where he is known and prized as one of the best on the road. "Scotty" does

not hesitate to say that, so far as his experience counted, the furniture people would not make a success of the talking machine proposition unless the department was placed in charge of a fully equipped talking machine man. Where this had been done the wise firm had made "all kinds of money." Then "Scotty" beamed, and said he would talk the matter over with the Boston representative of The World when he ran across him. Mr. Scott frankly admits his admiration for The World, and says he never wearies of saying good things about it to Edison dealers and jobbers. Thanks, indeed, and therefore The World's extends the sincere regard of its most distinguished consideration to the National Co.'s classy representative "down East."

**WEINSTEIN MAY EXPAND.**

M. Weinstein, who has the honor of having the smallest as well as the most conspicuous store of its kind in New York City, located in the famous Flatiron building, Broadway and 23d street, and who is a Victor as well as a music dealer, is seriously contemplating engaging larger quarters—another room in the same building upstairs—or moving further uptown. His floor capacity will permit of the display of a Victrola and a couple of Victor machines in the store and one in the window, besides his music stock, but the talking machine "department" has proved such a profitable addition that Mr. Weinstein desires to expand this end of the business, and enjoy the luxury of demonstrating booths, etc. For a long time Mr. Weinstein held off from adding talking machines, believing they did not class with music and would prove detrimental. Experience has proven the contrary by a large majority, and he has regretted not taking on the Victor long before he did. There are others.

January 14 the case of the New York Phonograph Co. against the National Phonograph Co. and others, of Orange, N. J., was reached in the United States Circuit Court of Appeals, New York. The argument was on an appeal from the decision of Judge Hazel, United States Circuit Court, rendered March 26, 1908, in which the National Co. was held in contempt and fined \$2,500, which was stayed pending the hearing on the motion to set aside this finding. The opinion, in the main, however, favored the defense. Decision was reserved.

The man who is ashamed to work with his hands will never do any valuable work with his brains.

**WORLD TABLOIDS.**

J. B. Furber, well known in talking machine circles, has left with Mrs. Furber for a vacation to Florida.

F. K. Dolbeer, general sales manager of the National Phonograph Co., started on Monday on a trip to several New England points. He is expected back on Saturday.

J. A. Macnabb, vice-president and general manager of the Universal Talking Machine Mfg. Co., Newark, N. J., was in Hartford, Conn., on Wednesday for the purpose of attending the funeral of his brother George, who died recently in California.

The annual meeting of the stockholders of the American Graphophone Co. was held at the factory offices at Bridgeport, Conn., on Monday. The same officers, with E. N. Easton as president and general manager, were re-elected for the year.

Edward N. Burns, manager of the export department of the Columbia Phonograph Co., has returned from a trip to Havana, Cuba.

John Phelps, formerly connected with the business department of the Columbia Phonograph Co.'s Twenty-third street store, has been placed at the head of the export department's shipping bureau.

John Lierzog, president of the Herzog Art Furniture Co., Saginaw, Mich., ran into New York Tuesday for a hurried conference of six hours with M. A. Carpell, the eastern manager.

**RECENT INCORPORATIONS.**

The Sonora Phonograph Co., of Yonkers, N. Y., was incorporated December 17 with a capital of \$150,000. Incorporators: Henry F. Menten and Wm. E. Hoshcke, of Brooklyn, and Chas. E. Lauton, of New York.

**SAID IN PASSING.**

It isn't so much what we learn, as what we forget, that makes us wise.

The way of the transgressor may be hard, but he has any number of companions.

If a man has really got anything in him he is never so strong as when he acts natural.

The only failure a man ought to fear is failure in cleaving to the purpose he sees to be best.

It is a curious fact that all the civil or religious peace that the world enjoys, they have had to fight for.

The woman who aims at the stars isn't going to hit them, but there is a certain kind of eloquence in that effort.

I admire patience, but I know lots of people who are patient just because they are too lazy to be anything else.

The Chippewa Phonograph Co., Chippewa Falls, Wis., is utilizing moving picture shows as a means of advertising its up-to-date Edison and Victor establishment.

**FOR SALE****Victor Talking Machine Business**

Owing to ill-health, I will sell my Victor Talking Machine Business at 177 Market street, Paterson, N. J. I have one of the largest and best equipped stores in the East. I carry a full line of machines, cabinets, records, etc. Here is a splendid opportunity for the right party. Call or address Chas. M. Tuttle, Atlantic City, N. J., care of Hotel Dennis.

**FOR SALE**

Edison and Victor Jobbing business in State of Pennsylvania; clean stock. "Jobber," care of Talking Machine World, 1 Madison avenue, New York.

**WANTED AT ONCE**

A Jobber in every State of the Union  
as Exclusive Wholesale Agent for

**THE SCHRODER HORNLESS  
DISC PHONOGRAPH***For Further Particulars Address*

**The H. Schroder Hornless Phonograph Mfg. Co., Inc.**  
**Office and Factory: 387 East 158th St., NEW YORK**



## FROM THE CITY OF BROTHERLY LOVE.

Good Trade Reported Especially in Higher Priced Goods—Business Prospects Excellent—Louis Buehn & Bros.' Good Service—Weymann & Sons Report Increase—Musical Echo Co. Have Busy December—Opera Season Gives Added Impetus to Talking Machine Trade—Other News of Interest to the Trade.

(Special to The Talking Machine World)

Philadelphia, Pa., January 9, 1909.

Members of the talking machine fraternity in this city enjoyed a fairly brisk holiday demand for their product. This was especially evidenced in the higher-priced outfits, and many Victrolas and new Edison machines were disposed of. The Columbia agents also reported a big showing. Their new double disc and Indestructible records having a great run.

The usual new year's slack was felt during the first week in January, but now things are adjusting themselves and there is every prospect of good business ahead.

Louis Buehn & Bro., of this city, are not letting any grass grow under their feet in getting after wholesale business. Having headquarters in both Philadelphia and Harrisburg, and traveling out from each, they not only can cover their territory more thoroughly, but give the dealer far better service in the rapid filling of orders.

Weymann & Sons report a large increase in both wholesale and retail departments. This company are large distributors of sheet music and musical merchandise, and are meeting with success in introducing these lines in the talking machine trade.

The Penn Phonograph Co. are enjoying an especially heavy demand for the new Edison outfits and Amberol records, while local business on Victor high-priced outfits is very satisfactory.

Since the establishment of the talking machine department on the ground floor, the C. J. Heppe Co. have felt a decided increase in their business. This, of course, has mostly been true in a retail way. Collections with them have greatly improved.

The Musical Echo Co. experienced a very large December business and an increase of over 20 per cent. over 1907. The retail business was particularly large and of the best quality, and, in the language of Mr. Gerson, the manager, it might be termed "a rich man's Christmas." Not that the medium class of retail buyers did not purchase plentifully, but the very fact that the largest percentage of purchasers wanted Victrolas, was an indication of the great popularity that this particular type of machine is now enjoying in the "Grand Opera City." The demand for Victrolas in Philadelphia was so great that it was impossible to supply the demand, purchasers of the Louis XVI. or gold trimmed Victor-Victrola being many. In fact, it was just as easy to sell this \$250 Victrola, as it was the \$200 type, owing to the scarcity of the latter.

The brilliant season of grand opera in Philadelphia, which is now second to none in the

world, has given an additional impetus to the talking machine business, and a wonderful sale of records has ensued. In fact, it is not an unusual occurrence for the Musical Echo Co.'s store on its daily sales, to deliver Red Seal records averaging \$400 to \$500. The morning after an opera finds many of the opera goers purchasing the favorite records of the "star" of the preceding night. Philadelphia has five performances of opera every week in two opera houses, and to this, is due the enthusiasm of the opera goers who possess talking machines.

## "MUSIC MASTER" HORNS IN DEMAND.

General Manager McMenimen Closes Some Big Sales—Successful Southern Trip.

H. N. McMenimen, general sales manager of Sheip & Vandegrift, Philadelphia, Pa., was in New York last week, and during his visit closed an important deal with the Columbia Phonograph Co., whereby they will handle "Music Master" wood horns in thirteen of their retail stores throughout the country. He also arranged for their representation by the Regina Co., and is negotiating with another leading talking machine company for the selection of these horns as part of their regular equipment.

Just before Christmas Mr. McMenimen returned from a five weeks' trip through the South and Southwest, covering 11,000 miles, in which he sold "Music Master" horns to practically every jobber in that section excepting two.

Mr. McMenimen, who leaves this week for a trip through the Canadian provinces, stated that Sheip & Vandegrift were very busy, and that their additional factory, which they only recently occupied, affords them none too much room to meet the growing demand for the "Music Master" horn. It is winning the golden opinions of jobbers, dealers and purchasers.

## FEINBERG WITH UNIVERSAL CO.

B. Feinberg, the well-known talking machine man, this week signed with the Universal Talking Machine Co. as special representative to cover the principal cities in the United States. He left Wednesday night for the West, making his first stop at Buffalo. Mr. Feinberg, who was temporarily associated with Landay Bros.' 34th street store, will call on every jobber in the West.

This is only one of many moves on the part of the Universal Co. whereby the Zonophone products will be brought to the attention of the trade in a most convincing manner. Their new catalog, containing a list of 500 double-faced records—1,000 selections—is now on the press. It is to be gotten up with velvet cover and will be a most artistic production.

## COLUMBIA CO. LEASE NEW QUARTERS.

The Columbia Phonograph Co., General, have acquired the lease of the store at 89 Chambers

street, New York, now occupied by the Excelsior (formerly Douglas) Phonograph Co., and will remove their branch at 111, on the same street, to the new premises on or before May 1. The company have also secured the lease of the Powers & Henry store, 619 Penn avenue, Pittsburgh, Pa., and will move there at the same time. Both are commanding locations.

## THE "CONDOR" NEEDLES.

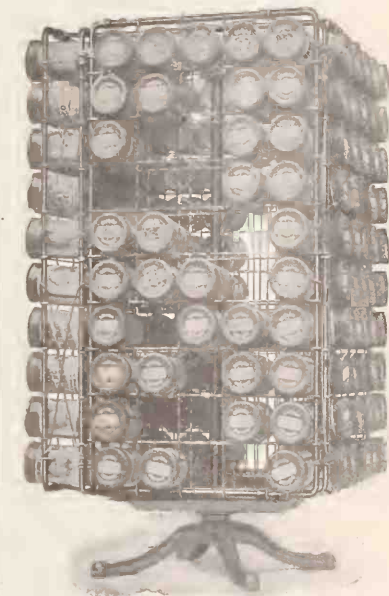
1908 Was Banner Year With Zimmermann.

Joseph Zimmermann, Aachen, Germany, manufacturer of the famous "Condor" needles, is well pleased with the result of last year's business. Notwithstanding that 1908 was a dull year in trade circles, Mr. Zimmermann sold more "Condor" needles than the year previous. This product was first placed upon the market in 1904 and since then has acquired a world-wide reputation.

UNQUESTIONABLY  
A BIG WINNER

Everybody who sees, buys,  
and every dealer who buys,  
sells

## THE MONARCH MIDGET



This little "Monarch" can be placed on the counter, and will hold about 8 months' records in compact and convenient space.

The clerk can thus choose records without losing the customer's attention for a moment. Very convenient and effective when you are playing the new records of a month, because you face the customer all the while.

No matter how many racks you have, you need this little counter-size revolving "Monarch" Baby.

Write your Jobber or to Us.

**Syracuse Wire Works**  
University Ave.  
SYRACUSE, N. Y.

## FOR SALE

Stock, Good Will and Fixtures of the large and well established Phonograph and Musical Business of the late O. F. KAUFFMAN of the City of Reading, Pennsylvania. A large portion of the stock consists of phonographs, records and phonograph supplies. Same will be sold either in bulk or in parts. For further information apply to J. WILMER FISHER, Esq., attorney for O. F. Kauffman estate, 29 N. 6th Street, Reading, Pennsylvania.

## The "MELLO-TONE"

is the only PERFECT ATTACHMENT for modifying and regulating the volume of sound on any style or size of TALKING MACHINE or PHONOGRAPH.

Produces Natural Tone  
Makes Talking Machines More Musical

PRICE \$1.00 EACH

Manufactured by

**THE MELLO-TONE CO.**  
SPRINGFIELD, MASS.

New York Office and Export Department  
92 Beaver Street, New York, U. S. A.

# Our Policy for 1909

ABOVE ALL



THE STAR

**Hawthorne & Sheble Mfg. Co.**  
Manufacturers  
**STAR TALKING MACHINES AND RECORDS**  
FOUR FACTORIES  
**Philadelphia, Pa., U. S. A.**



## NEWS OF THE MONTH FROM THE SAINTLY CITY.

Trade Conditions Active—Dealers Optimistic Regarding Outlook for 1909—St. Louis Talking Machine Co.'s Good Report—Columbia Co. News—Big Demand for Double Discs and Inside Indestructible Records—Manager E. B. Walthall Gives Theater Party to Staff.

(Special to The Talking Machine World.)

St. Louis, Mo., Jan. 8, 1909.

Trade conditions during the past four weeks were very active and reports for that period show that business was very good, and that all the dealers participated in the betterment. There is the most sanguine feeling that the new year will bring improvement all around, and that the talking machine business will be benefited.

O. A. Gressing, manager of the St. Louis Talking Machine Co., states that their business for December was the best since 1906, and that he believes that the trade will have a banner year for 1909. Mr. Gressing spent New Year's with his sister in Milwaukee, Wis. He will leave shortly for a week's trip through the South. H. F. Harrison and L. A. Cummins, both travelers for this company, spent the holidays at home, but leave early in January for trips through their respective territories. This concern recently sold an Auxetophone to the Jefferson Hotel, of this city, who use it in connection with their orchestra of ten pieces. They have also sold out all their Victrolas and are expecting a new supply soon. Manager E. B. Walthall, of the Columbia Phonograph Co., reports a very active trade for December, and states that a noticeable feature was the large number of double disc and indestructible records sold for cash on the retail floor. On Wednesday night, December 30, Manager Walthall gave a dinner party to his entire force at one of our prominent hotels, and after dinner a theater party at one of our leading theaters. Those present were: C. L. Byars and wife, W. W. Spear and wife, E. B. Walthall and wife, J. W. Heibling and wife, Miss Lillian Biest Teresa Nevins, W. S. Byrd, Ralph Connor, H. T. Boxley, E. Schueddig, C. M. Morris, August Graber and C. H. Harmon.

D. K. Myers, the well known Zonophone jobber,

## THE TRADE IN THE "HUB."

Return of Harry Lauder Helps Record Sales—The Houghton & Dutton Department—What Other Houses Are Doing—Both Edison and Victor Lines Selling Strongly—Visitors at Ditson's—That Association.

(Special to The Talking Machine World.)

Boston, Mass., Jan. 14.

The return of Harry Lauder to Boston affords a new opportunity to the talking machine dealers to boom the records containing his songs. A tour of the various stores this week revealed the fact that in every window are large photographs of the amusing Scot, and lists of his records. Since the first visit of the comedian, two months ago, the demand for his records has been steady. In fact, their popularity surpasses that of any other single individual except Caruso. "Foo the Noo" and "Stop Yer Ticklin'" are the most popular records just now.

Manager Howes, at the Houghton & Dutton talking machine department, has kept the Lauder records to the front since Mr. Lauder paid his department a visit and listened there for some time to the sound of his own voice. The Houghton & Dutton talking machine department is now in excellent quarters, and is effectually shut off from the rest of the store by glass partitions.

There has been a notable increase in the talking machine trade at the Jordan-Marsh Co. since the department was remodelled.

General Manager Junge, of the Columbia Phonograph Co., who has just made another brief trip to the various Columbia stores in this vicinity, sees nothing but prosperity ahead for the next few months. He expects retail trade to be good until the first of March, and then to be quiet until the last of May, when the summer business will begin to develop. The removal of Mr.

claims that his business for December was the best in two years. It is steadily improving and looks for a big year for 1909. Mr. Knight, of the Knight Mercantile Co., also reports an active trade, and that business is exceptionally good on double disc records. P. E. Conroy, president of the Conroy Piano Co., says their talking machine business for December was good, and that it looks well for the new year. Max Silverstone, of the Silverstone Talking Machine Co., says business is now most favorable.

The Koerber-Brenner Music Co. have moved from their old quarters, in the Thiebes-Stierlin Music Co. building, to their new commodious location on the fourth floor of the new seven-story Misval building at 1508 Washington avenue. They will occupy the entire floor, giving them a space of 9,000 square feet, half of which they will use for their talking machine department. This firm's trade extends from Indiana to the Pacific Coast and through the South, Southeast and Southwest. Their business has increased so rapidly they were forced to seek much larger quarters, which resulted in their selecting this handsome modern equipped building with its very fine location. They have just closed a very successful year's business.

E. S. Payne, manager of the graphophone department of the Hollenberg Music Co., Little Rock, Ark., spent Christmas day here as the guest of C. L. Byars, manager of the retail sales department of the Columbia Phonograph Co.

A. L. Owen, manager of the talking machine department of the O. K. Houck Piano Co., Memphis, Tenn., accompanied by his wife, spent the holiday season here.

The St. Louis Talking Machine Co. obtained judgment recently against Charles Johnson, of this city, for \$250, as the result of an automobile belonging to the latter crashing into a window of the plaintiffs.

Junge's private office from the street floor gives more room to the retail department. The salesmen here report a very good trade on the high class records and machines, while the cheaper grade are dragging behind.

At the Bowdoin Square Co.'s store, Manager Harrison is confident that the spring will be a good time for business. He finds that in his territory there is a call for the lively, snappy music and the so-called "popular" songs of comedians. His store is well stocked and the goods are well displayed.

Wholesale Manager Chamberlain at the Eastern Talking Machine Co. believes there is to be a big impetus to the Edison goods this spring. He says it is evidenced by the increases in the number of instruments and records ordered by the dealers in New England. Victor trade at this store is forging ahead as a result of the weekly Victor concerts. A number of high priced machines have been sold because of these. The new system of keeping the disc record stock works well, the individual envelope idea having been copied by a number of other firms.

Manager Winkelman, of the Ditson company's talking machine department, was delighted this week at the opportunity of showing the beauties and advantages of his department to Messrs. Fred Shaller and W. C. Holzbauer, of the Ditson Co., in Philadelphia, and H. L. Hunt, of the New York store. They were greatly pleased with it. The sale of Victor machines and records here has been trebled inside of a year.

Many of the local dealers are wondering what has become of the Dealers' Organization, which was in a state of embryo a few months ago. Nothing has been heard from it for a long time.

The man who bides his time has been commended a good deal, but if you ever watched one of those men who bide their time and succeed in the end, you will notice that while they wait they labor diligently.



Nothing Unusual  
without some  
Unusual Effort

Our facilities of service are *unusual*; our stock is *unusually* "up-to-the-minute;" we have *unusual* methods of handling your orders, and the result—*unusual*

PERFECT  
SERVICE

We are daily proving the *unusual* merits of our SERVICE to hundreds of new Dealers.

Don't lose business for want of stock. And now is the time to get acquainted with a Distributor who will "never disappoint." Let us prove it.

You need the profits of more business and we need the profits of your business.

With pleasure at your service.

St. Louis Talking  
Machine Co.

MILLS BUILDING

7th & St. Charles Streets

ST. LOUIS, MO.

Exclusively VICTOR Distributors

## ANENT SECOND-HAND MACHINES.

Special Licenses Suspending Price Restrictions Put Into Effect by National Co.

In bulletin No. 4 of the legal and agreement departments, dated December 20, 1908, the National Phonograph Co., Orange, N. J., deals with the future sale by dealers of second-hand machines, in part, as follows:

"The National Phonograph Co. has put into effect a system of special licenses suspending the price restrictions heretofore imposed upon the sale of second-hand or obsolete Edison phonographs which have been out of the factory for not less than one year. . . . A special license will be issued which, however, will go into

effect only when the label on which it is printed has been securely pasted to the cabinet of the phonograph. These licenses will be numbered in rotation, and complete records thereof will be kept. The provisions of the jobbers' and dealers' agreements, with the exceptions of the restrictions of the selling price which will be suspended by the special license, will remain in force. The company reserves the right to cancel any such special license at any time.

"This plan, we believe, will offer a reasonable solution of one of the difficulties at present existing in the trade, and, without affecting the sales of new machines, ought to enable jobbers and dealers to satisfactorily dispose of their second-hand stock. At any rate, we propose to give the scheme a fair trial, reserving to our-

selves the right to terminate the special licenses at any time, in case circumstances arise which in our judgment call for such action."

## COLUMBIA-REGINA DEAL.

The Regina Co., New York, have taken on the disc machine and record line of the Columbia Phonograph Co., General, as jobbers and dealers. Negotiations to this end were completed last week. The store of the Columbia Co., 35-37 West 23d street, of the same city, will hereafter handle the Regina instruments, including the Regina-phonograph. Manager Wilber is confident the Regina store will establish a good trade with the Columbia goods.

*From the Music Trade Review of January 9, 1909.*

## On Fame's Immortal Scroll

IS fame a bubble?

Not in all cases.

The management of the New York Sunday Herald recently commenced the publication of a series of articles entitled "The Ten Most Famous Americans Now Living." It was announced that politicians are to be excluded from the Herald's "most famous" class, so a number of interesting characters are brushed aside.

The first American thus honored was Thomas A. Edison, and accompanying the article was a reproduction of Mr. Edison's features by a well-known artist.

When we come to consider it, could there have been a wiser selection for the first of the series?

What Edison has done through his marvelous inventive genius is known to every school boy, and his name and fame is not confined alone to this country, for he ranks not only as one of the greatest Americans from an inventive viewpoint, but from an advertising standpoint he outranks them all, with the exception perhaps of Roosevelt, who will make the world ring shortly with his lion hunting exploits.

Think of the millions of talking machine records which have been put forth in cartons bearing the name, face and autograph of Edison. These have gone to every country in the world, and every island of the sea.

Edison has won undying fame in his reproduction of sound; then in the electrical field, his position is unquestioned.

I have seen the name of Edison advertised in connection with electrical inventions from the City of Mexico to Venice. There is scarcely a city in Europe where some Edison specialty is not exploited in the street cars and newspapers, and certainly in America, the name of Edison is familiar in every home circle in the land.

One does not have to ask who is Edison, for his name is everywhere, and yet there are those who say that fame is a bubble, and that it often costs more than it is worth.

That depends.

Sometimes a fleeting glimpse of notoriety is often mistaken for fame.

But really the scroll of fame is not crowded.

The immortals are few.

A man who perhaps occupied a high position during one generation is forgotten by the next.

Napoleon's name rests securely on Fame's scroll, and yet a great American, Ingersoll, once said, "I would rather have been a French peasant and worn wooden shoes, than to have been that imperial impersonation of force and murder, known as 'Napoleon the Great.'"

The works of men, whether good or bad, live after them and are not interred with their bones.

That song, "Drink to Me Only With Thine Eyes," is still a popular favorite, but its composer is unknown.

The fame of the great composers rests more securely than that of some statesman who struts across the stage and is quickly forgotten.

The fame of a man like Edison is not fleeting. It will not die with him like the fame of an actor, for instance, snuffed out with death.

It will live because Edison is a man who has done things. He has utilized natural forces for the entertainment—the education—the uplifting of man, and his name is chiseled on the imperishable scroll along with the greatest which this country has ever produced.

And yet Edison, like many another man, has won great heights, not by any easy route, but one paved with the roughest kind of obstacles. "The heights by great men gained and kept, were not won by sudden flight. For they, while their companions slept, were toiling upwards in the night."

Fame and fortune do not come easily to any man.

In truth, a man stands about as much show to win fame or even moderate business success without the closest application and sticktoitiveness, as a dewdrop has in Sheol.

EDWARD LYMAN BILL.



**DOLBEER'S CHEERY REPORT.**

The General Sales Manager Chats Enthusiastically of His Western Trip—Business Improving at All Points Visited—Factory in a Position to Fill Orders Promptly—Big Shipments to South America and Australia.

F. K. Dolbeer, general sales manager of the National Phonograph Co., Orange, N. J., got back to New York from his western trip in time to enjoy New Year's Day with his family. E. H. Phillips, manager of salesmen, returned with Mr. Dolbeer. In talking with The World, Mr. Dolbeer said:

"I had a most enjoyable time in meeting with our western salesmen last week. We discussed the trade situation thoroughly, and our men reported conditions excellent in the West and the Central States, the holiday sales running into big figures. In Texas business is still not what it should be, but it is coming around. That State was hard hit by the financial upheaval, and has not fully recovered from the shock. I arrived in Chicago on the limited at 8.55 a. m. and therefore had just five minutes to catch the train to Milwaukee to see Lawrence McGreal, and consequently made the jump from New York to that city in just twenty hours, which is going some. Mr. McGreal met us by appointment at his store, and a delightful chat over the situation followed. He has had a great holiday trade in Edison goods.

"When in Chicago I had the pleasure of meeting Messrs. Goodwin and Gregory, of Lyon & Healy. They have a fine talking machine department, the arrangement of the demonstrating booths being most admirable. I also had the pleasure of seeing E. H. Uhl, manager of the Rudolph Wurlitzer Co.'s branch house, and who is certainly a splendid fellow and an A1 business man; also Mr. Early, of the Early Music House, Edison jobbers at Fort Dodge and Sioux City, Ia., who told me he had a strong holiday trade in both places.

"The factory is now in position to fill all orders promptly for Amberol records and attachments. In about a month he will make big shipments of machines and records to Buenos Ayres, S. A., and Australia, going direct. A few record molds are still in Europe, but they will be sent to the factory here. Of course, everything, with this exception, goes from Orange, N. J., and goods are forwarded regularly to the various European Edison distributing centers. Yes, the prospects for an active and large business are very bright, and I am sure this will be a successful year for the talking machine trade."

**A WIDESPREAD FALSEHOOD.**

To the Effect That Ninety-five Per Cent. of American Business Men Fail—Due to the Original Statement Being Misconstrued—Bradstreet's Reports Only 1 Per Cent. of Failures During the Past Twenty-five Years.

How hard it is to stop the circulation of a falsehood when it has a smack of pessimism! A counterfeit dollar soon reveals its villainy when it gets into circulation, but not so the much-circulated libel on American business, viz.: that 95 per cent. of business men in this country fail and only 5 per cent. succeed.

This fiction has been given the authority of fact by much repetition and it has been accepted as gospel truth by a large portion of the public press. It has appeared so often in print that it will be a long time before its falsity can be thoroughly exposed. In fact, only recently a magazine of high standing in the commercial world prefaced an article with this false doctrine that 95 per cent. of business men fail and asked some of the most successful business men to point out the reasons why the great majority went to the wall.

Now, the serious feature of this mischievous tradition, or myth, or whatever it may be called, is that the word fail when applied to business means an insufficiency of assets to meet liabilities and consequent liquidation.

One interpretation of the statement that 95 per cent. of business men fail is that only 5 per cent. reach what we may call conspicuous success. But this is not the interpretation which the ordinary mind gives the statement referred to. The word fail, in the business lexicon, is synonymous with inability to pay creditors when bills are due.

Now what are the facts? According to Bradstreet's Commercial Agency, the average annual number of business failures during the last 25 years has been only 1 per cent. During the last ten years the commercial death rate has decreased until it is less than 1 per cent. In 1906 and 1907 it was the lowest on record, and during those years the number of business failures was only seven-tenths of 1 per cent.

Of course, this does not mean that only seven-tenths per cent. of business firms fail, for the average life of a business is longer than one year. But, to be liberal, say it is twenty or twenty-five years. This would make the percentage of failures for a term of years long enough to include the average life of business firms somewhere between 14 and 17½ per cent. This is far less than the 95 per cent. which tradition has long estimated as the business death rate. Instead of the great majority failing, it is the minority. As the Furniture World properly says: "Business is, of course, a hazardous undertaking, but not nearly so fatal to the majority who engage in it as the false tradition which has so long had circulation leads one to believe. It is time that the public press took pains to deny this commercial slander, which has so long hung like a cloud over American business men."

**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., Jan. 10, 1909.

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.

DECEMBER 12.

Belfast, 68 pkgs., \$319; Bergen, 11 pkgs., \$400; Berlin, 32 pkgs., \$573; 32 pkgs., \$233; Bradford, 110 pkgs., \$510; Buenos Ayres, 3 pkgs., \$145; Cardiff, 35 pkgs., \$168; Colon, 4 pkgs., \$185; 1 pkg., \$113; Havre, 4 pkgs., \$223; Hong Kong, 26 pkgs., \$1,330; Iquique, 54 pkgs., \$760; Liverpool, 37 pkgs., \$168; 1 pkg., \$300;

London, 103 pkgs., \$2,483; 175 pkgs., \$4,258; 629 pkgs., \$3,609; Manchester, 39 pkgs., \$430; Newcastle, 46 pkgs., \$257; Rio de Janeiro, 9 pkgs., \$162; 17 pkgs., \$1,464; Shanghai, 92 pkgs., \$3,673; St. Petersburg, 2 pkgs., \$400; 1 pkg., \$114; Sydney, 3 pkgs., \$235.

DECEMBER 19.

Bangkok, 22 pkgs., \$852; Bremen, 1 pkg., \$176; Colon, 2 pkgs., \$121; Havre, 2 pkgs., \$100; London, 4 pkgs., \$506; 22 pkgs., \$1,310; Manila, 28 pkgs., \$1,645; Melbourne, 146 pkgs., \$3,878; Para, 10 pkgs., \$925; 16 pkgs., \$1,189; Penang, 3 pkgs., \$135; Rangoon, 5 pkgs., \$156; Savanilla, 2 pkgs., \$220; Vera Cruz, 56 pkgs., \$1,850.

DECEMBER 26.

Berlin, 32 pkgs., \$202; Buenos Ayres, 10 pkgs., \$1,554; 342 pkgs., \$2,192; Cape Town, 10 pkgs., \$367; Cardiff, 35 pkgs., \$168; 35 pkgs., \$168; Colon, 26 pkgs., \$185; Havana, 15 pkgs., \$1,100; Havre, 7 pkgs., \$571; Iquique, 6 pkgs., \$534; Liverpool, 4 pkgs., \$113; 1 pkg., \$100; London, 274 pkgs., \$6,928; 643 pkgs., \$9,486; Naples, 2 pkgs., \$283; Pernambuco, 2 pkgs., \$160; Progreso, 57 pkgs., \$1,787; Rio de Janeiro, 4 pkgs., \$373; Shanghai, 18 pkgs., \$761; Southampton, 47 pkgs., \$1,217; St. Petersburg, 8 pkgs., \$488; Sydney, 1,114 pkgs., \$11,027; Tampico, 3 pkgs., \$193.

JANUARY 2.

Belize, 12 pkgs., \$161; Berlin, 33 pkgs., \$208; Buenos Ayres, 1 pkg., \$100; Hamburg, 3 pkgs., \$120; Havana, 27 pkgs., \$701; London, 753 pkgs., \$10,678; Manila, 4 pkgs., \$408; Puerto Barrios, 2 pkgs., \$117; Rio de Janeiro, 17 pkgs., \$745.

JANUARY 9.

Bonaventure, 6 pkgs., \$124; Colon, 2 pkgs., \$280; Kingston, 5 pkgs., \$206; Limon, 4 pkgs., \$242; Liverpool, 2 pkgs., \$217; London, 3 pkgs., \$415; 18 pkgs., \$626; 518 pkgs., \$4,196; Port Madryn, 2 pkgs., \$198; Puerto Plata, 2 pkgs., \$107; Rio de Janeiro, 43 pkgs., \$1,661; Singapore, 3 pkgs., \$500; Sydney, 3 pkgs., \$189; Valparaiso, 20 pkgs., \$2,184; Yokohama, 18 pkgs., \$587.

**WURLITZER'S NEW YORK HOUSE.**

In opening their new branch house at 25-27 West 29th street, New York, on the 1st, Rudolph Wurlitzer, president of the Rudolph Wurlitzer Co., Cincinnati, O., positively declared talking machines will not be handled. Possibly this may be considered later, but it hardly seems as if the company will change their firm attitude. While the manufacturing companies are averse to creating new jobbers in the Greater New York territory, the Wurlitzer Co., if they desired, would be made an exception.

**THE DIAPHRAGM IS KING**

Everybody Indorses our

**WOOD DIAPHRAGM**

for Cylinder Reproducers

PRICE, including Cross Head and Link, \$1 EACH.

**NORCROSS REPRODUCER WITH WOOD DIAPHRAGM FOR INDESTRUCTIBLE RECORDS, \$5.00**

**NORCROSS PHONOGRAPH COMPANY**

New Lang Building, 662 Sixth Avenue

NEW YORK CITY

# Herzog Art Furniture Co.

Saginaw :: :: Michigan



No. 813. Open

## ANNOUNCEMENT

We have just placed on the market cabinets equipped with our new patent fasteners to hold the original cartons of the Amberol Records.



No. 725. Showing the Amberol

We always manage to keep up-to-date. The holders with which No. 813 is equipped is to protect the disc. Cut No. 725 shows our new patent fasteners, holding the original cartons of the Amberol Records. We have very little to say. Our goods speak for themselves.



No. 742.

Complete lines of Cylinder and Disc, Pianola, and Music Cabinets shown at New York Furniture Exchange, 43d St. and Lexington Ave., New York, in charge of M. A. Carpell. And in Chicago at the Manufacturers' Exhibition Building, 1319 Michigan Ave., Chicago, in charge of Messrs. Gottschalk, Riedel, Langley, Rummel and Gallagher.



No. 835.



## VICTOR-REGINA LITIGATION.

Victor Co. Get Court Order Restraining Regina Co. and Offer Through Counsel to Take Back Stock—Decision of Judge Hough.

Immediately following the filing of the decision below, Horace Pettit went before Judge Hough and secured an order restraining the Regina Co. from selling Victor goods for less than the established price pending the argument on the case when heard on the merits. This order was made returnable before the same judge.

The Victor Talking Machine Co., Camden, N. J., through their counsel, Horace Pettit, of Philadelphia, Pa., on Dec. 30, in open court, before Judge Hough, sitting in the United States Circuit Court, New York, offered to take back from the Regina Co., of the same place, their stock of Victor machines and records. The proffer was accepted by Briesen & Knauth, attorneys for the Regina Co., and the Victor Co. were granted ten days to effect the transfer of the goods. This move, according to the Regina Co.'s counsel, vacated at once the stay obtained by the Victor Co., argument on which was to have been heard that day. The suit, however, will go to final hearing, the defense answering the bill of complaint, when testimony will be taken by both sides and the case made up for the calendar.

## FIRST DECISION OF JUDGE HOUGH.

The opinion of Judge Hough, United States Circuit Court, New York, in the case of the Victor Talking Machine Co. against the Regina Co., argued November 27, was rendered December 16. The defense was charged with infringing the Berliner patent in selling Victor records at less than the established price. After reciting the essential facts in the suit, as presented by counsel, the court said in part:

"Defendant has been purchasing sound records and talking machines from complainant for several years past. In 1906 it signed what is known as complainant's 'distributors' agreement, under which it obtained certain discounts and had attention specifically drawn to the notices then affixed upon complainant's records. This 'distributors' agreement' is said to have nothing to do with the legal rights of complainant, but it seems to me to have a bearing on the fairness of the parties to this litigation.

"As far back as 1903 defendants . . . made what they called a Reginaphone. . . . As long ago also as 1903 complainant threatened to bring suit against defendant for infringement of the Berliner patent in respect of the manufacture and sale of Reginaphones. On being told that the component parts of the Reginaphones were obtained from licensees under that patent they either deferred or abandoned action, and at all events have brought no suit down to the present time. It is impossible to believe that while selling these records for so many years to defendant, complainant did not know well the use to which defendant was putting them. . . .

"Under date of October 15 notice was served on 'Victor distributors' that thereafter the complainant would refuse to fill orders for any Victor supplies from all distributors handling 'other lines of disc talking machines and disc records.' Thus the market for their Reginaphone was practically taken away, and it also rendered the Regina Co. unable to handle fresh Victor goods without discontinuing its own Reginaphone. Thus complainant practically left defendant with a business corpse on its hands after several years of what in my judgment amounts to tacit encouragement.

"The Regina Co. not being itself a retailer, offered to return its Victor goods at cost price to complainant, and on meeting with refusal of this overture it advertised the goods for sale at cut prices in order, as it asserts and as is easily believable, to minimize its loss. The alleged infringement above set forth consists in one of these cut sales. The nature of the Berliner patent needs no explanation in this court; the Johnson patent covers in terms what amounts to putting a printed label on a wax-like mass softened by heat and pressing it so that when the plastic

substance hardens the label will be perfectly flush with the surface produced by pressure.

## THE CRUX OF THE OPINION.

"The disc records under consideration are not in and of themselves covered by Berliner's patent. So far as that patent is concerned anyone can make them and anyone can sell them if he can find a market which does not involve the use of Berliner's patented combination. The questions raised therefore in this action on the Berliner patent are:

"1st. Whether one who purchases unpatented goods bearing a restrictive notice upon them—the terms of which are not actually brought home to the purchaser at the time of purchase, becomes a contributory infringer by selling either (a) at a less price than that fixed by the vendor or (b) without inquiry as to whether the subvendee will infringe the manufacturer's patented combination of which the article sold is the unpatented element. If the defendant herein were accused of violating the Johnson patent by manufacturing an article said to be covered by it, it would be inconceivable that on such a patent a preliminary injunction would issue.

"The question raised, therefore, in the Johnson case is whether in an action upon an unadjudicated patent of apparently very doubtful validity, a preliminary injunction should issue against the licensee whose license is spelled out of a notice printed on the thing sold, which thing had been an article of commerce between complainant and defendant for a considerable time before the notice thereon was so changed as to include the patent in question. I believe the above to be a fair statement of the interesting and difficult questions suggested by this litigation. As between parties of solvency unquestioned in this proceeding, it seems to me plain that preliminary injunction should not issue in such cases.

"I am, however, rendered certain of the propriety of refusing injunctions and leaving complainant to prove its case and damages, if any, by the history above set forth of the relations between these parties.

"So far as it can be shown by affidavits, it is shown here that complainant after permitting, and perhaps persuading defendants to acquire a stock of its goods, has practically rendered it impossible for defendants to dispose of them in the same way that complainant knows defendants have been disposing of them for nearly, if not quite, five years last past. This is not fair nor just, and though complainant may by resolving difficult questions of law be entitled to relief on final decree, it is not entitled to the preliminary assistance of equity at the present time.

"The existing stay orders are vacated and the motions for preliminary injunction denied."

## TRADE IN THE SOUTHWEST.

Prospect for Spring Business Very Bright—What Various Houses Have to Report.

(Special to The Talking Machine World.)

Fort Smith, Ark., Jan. 9, 1909.

In looking over the talking machine and record situation for Arkansas, Oklahoma and Southern Missouri, the prospect for spring business is very bright indeed. A mild winter so far has stimulated business, especially in the smaller towns, and as last year's accounts are being settled, the country merchant is easier to approach and is giving orders for talking machine goods in a more liberal manner than ever before.

The Smith Phonograph Co., of Oklahoma City, are large jobbers and actively developing that section of the country in their line.

The R. C. Bollinger music house, of Fort Smith, Ark., have recently been installed as Edison jobbers, business with this old established music house is especially gratifying in the wholesale line. S. H. Womble, formerly of the National Phonograph Co., has charge of the phonograph department. With the assistance of two competent traveling salesmen business is being rapidly developed.

Much credit is due to the National Phonograph Co.'s traveling representative, E. A. Neff, who has worked very hard in developing and stimulating the growth of the Edison line in this section.

## Attention

Dealers and  
Manufacturers

Mr. Dealer:

Do you handle  
Cut Glass?

If not, why not?

It is one of our  
specialties, and  
there is big money  
in it for you. We  
are Sole Sales Agents  
for the Central Cut  
Glass Company.

"Nuf Ced."

Write for catalog  
and prices.

Mr. Manufacturer:

If your article  
has merit, we are  
in a position to  
handle your entire  
output.

We specially in-  
vite correspondence  
with foreign manu-  
facturers.

Output Co.  
of America

1110 Heyworth Bldg.

CHICAGO, ILLS.

# GAIN!

- ¶ *That word is the foundation stone of business success.*
- ¶ *GAIN! That is the word which has dominated the minds of the world for centuries, and it has been the personal desire for gain which has toppled empires and held up temporarily the wheels of progress.*
- ¶ *Talk is cheap, nowadays. We can sell you yards of it on our records, but let us show you how you gain by giving us your patronage—then our talk has a creative value and results in business growth.*



VICTOR VI OUTFIT

Including Victor VI Machine equipped  
with Mahogany Horn  
Price \$140.00

*removes a mere shaving. Each cut made is uniform and will give you 100 per cent. longer life than the old style cutter. It is safe, absolutely harmless, the blade being entirely concealed.*

- ¶ *We have never impressed upon our customers strongly enough the fact that we WHOLESALE EXCLUSIVELY, and the fact that we HANDLE VICTOR GOODS ONLY.*

## “THE CABINET THAT MATCHES”

- ¶ *The outfit illustrated here absolutely harmonizes. We have a cabinet to match each Victor machine. Why not sell an outfit instead of the machine alone? Customers who take an interest in cataloguing their records are the big record buyers.*
- ¶ *Send for our catalogue. Your regular discounts apply.*

## THE IMPROVED FIBRE NEEDLE CUTTER

- ¶ *We are manufacturing and distributing an improved cutter which will enable you to use each fibre needle at least ten times. This cutter has a plunger movement, makes a polished, clean and perfect point. In cutting the needle it removes a mere shaving. Each cut made is uniform and will give you 100 per cent. longer life than the old style cutter. It is safe, absolutely harmless, the blade being entirely concealed.*



- ¶ *Improved Fibre Needle Cutter List \$1.50. Regular discounts apply.*

- ¶ *Write for our new Needle Circular.*

- ¶ *We have not raised our prices with the general trade.*

- ¶ *Famous Exhibition Needles at the same quotations.*



72-74 Wabash Avenue  
CHICAGO, ILL.



# FROM OUR CHICAGO HEADQUARTERS

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

**Jobbers Report a Record Breaking Volume of Business for December—Dealers Want Goods With a Rush—High Priced Outfits Have the Call—Davidson Bros. Purchase Victor Talking Machine Shop—A New Trade Poet—Jas. I. Lyons Showing Star Machines and Records—Western Sales Force of National Phonograph Co. in Conference—Those in Attendance—What the Out-of-Town Dealers Are Doing—Columbia Co. News—A. D. Geissler's Good Report—Lyon & Healy Department Has Good Year—Big Demand for Fibre Needles—A Canadian Visitor.**

(Special to The Talking Machine World.)

Chicago, Ill., Jan. 7, 1909.

There has certainly been no complaint among local jobbers as to the volume of December business. It was away ahead of last year all along the line, and with some it was reported to have been a record-breaker. While business since September has shown a marked improvement, a great many dealers held off ordering until the holiday business was almost upon them. It was a month that taxed the ability and stocks of jobbers to the utmost and rolled up an excellent volume of business. From all reports dealers throughout the West had a fine trade, and judging from the freedom with which orders have been coming in, even since the holidays, have been stimulated to fresh effort and are starting the new year with the greatest of confidence. Higher priced outfits seemed to be the rule so far as the local retail trade was concerned. In several instances business was declared to have been not only ahead of 1907, but fully equal to, and in one or two cases ahead of 1906.

The Victor Talking Machine Shop, at 169 Michigan Boulevard, has been purchased by George and Cecil Davidson, who will conduct the business under the firm name of Davidson Bros. The new proprietors are both young men who are well known in the trade and have been connected with the Talking Machine Co. for several years past. The new firm take possession on Monday of next week. The store is in the Railway Exchange building immediately joining Orchestra, and as its name implies handles Victor goods exclusively.

A new trade poet hath arisen. He is L. H. Hockspeier, a dealer of Newhampton, Ia., and his muse warbles so gracefully in an advertisement in the "Gazette" of that city that the "alternating currents" man of the "Record-Herald" introduced it in its entirety. Pianos, sewing machines, post cards, and typewriters, are all duly exalted, but the finest strains are reserved for the phonograph as follows:

An Edison Phonograph—that is fine,  
A special since we have the Amberol kind,  
That is just what I have on my mind,  
I will buy one of the four-minute kind,  
Or if an Edison you have got  
Last year from Hockspeier's finest lot,  
A new Attachment this year is the thing  
That will make your old one four minutes sing.  
The effusion gracefully concludes with these lines:

Welcome one and welcome all,  
Thanking you for just a call,  
If you are tired and want to rest,  
Then call at Hockspeier's Music Store,  
Which is the very best.

A full line of the Star talking machines of the Hawthorne & Sheble Manufacturing Co. is now on exhibition at the warerooms of Jas. I. Lyons, 265 Fifth avenue. Especially admired are the two new cabinet Starola machines, retailing at \$175 and \$250 respectively. Harry K. Tilt, the Hawthorne & Sheble representative here, is doing yeoman work in their interest.

The usual annual conference of the western sales force of the National Phonograph Co. was held at the company's offices in this city on Monday,

Tuesday and Wednesday of last week. Not only did F. K. Dolbeer, manager of sales, and D. H. Phillips, manager of salesmen, come on from the East this year to meet the men, but they were also accompanied by Peter Weber, superintendent of the great factory at Orange, N. J. Messrs. Dolbeer, Weber and Phillips left New York Saturday afternoon and arrived in Chicago Sunday morning at 8.55 and left for Milwaukee five minutes later, making the through trip to the Cream City in twenty hours. After spending the day with Lawrence McGreal they returned to Chicago, where all the western salesmen were on hand to meet them Monday morning. As usual the phonograph hustlers were given a taste of the National Co.'s well known hospitality. On Monday evening there was a dinner at Rector's, participated in not only by the Edison travelers, but by several dealers and jobbers who happened to be in town at the time. Besides Messrs. Dolbeer, Weber and Phillips, there were present the following travelers: A. V. Chandler, W. P. Hope, F. L. Fritchey, M. G. Kreuzsch, A. H. Kloehr, H. A. Turner, G. A. Renner, J. H. Gill, E. A. Neff, W. H. Hugg and John Hardin, western representative of the Edison Manufacturing Co. There were also present as guests, Chas. Armstrong, of Clinton, Ia.; William Meyers, of the J. F. Schmeler Arms Co., of Kansas City; Chas. Stamen, manager of the talking machine department of the Early Music House, Fort Dodge, Ia., and Chas. F. Craig, formerly with the Indiana Phonograph Co. On Tuesday night there was a theater party at the Majestic. The three officials left for the East Wednesday noon. In talking of business, Mr. Dolbeer spoke in the most enthusiastic terms. "As an indication of improved conditions Mr. Weber tells me that the factory payroll has been higher this fall and winter than ever before," said he. "The new Amberol records are proving a tremendous success and we are at last ready to fill promptly orders for attachments on the Home and Triumph as well as Standard machines. We are all looking for a fine, normal year's business during 1909."

Good reports are heard here regarding the progress made in the talking machine line by H. T. Rawson & Co., of Rockford, Ill. They added talking machines only two or three months ago, putting in a good stock of Victor and Edison

goods, but they are already doing an excellent business. They have a couple of canvassers out and are pushing things in an energetic and up-to-date fashion.

Another dealer who is doing things is J. M. Vreeland, of Gibson City, Ill. He certainly has ambition extending beyond his immediate town and has recently opened branch stores at Saybrook, Paxton, Melvin and Sibley, Ill. In all four of these towns he bought out the Edison dealer in order to control the situation in that line. He has been doing page advertising in the local papers, carries good stocks of both Victor and Edison goods, and from all reports has been reaping a fine harvest as the result of his enterprise.

E. C. Plume, western wholesale manager of the Columbia Co., made a brief western trip in December which resulted in several important deals. At Davenport, Ia., he made arrangements for the closing of their store in that point and selling the stock to Robert Smallfield, of the Smallfield Music House, who will push the Columbia product with might and main. At Lincoln, Neb., he closed a deal with the G. A. Crancer Co. to handle their goods in Lincoln. Mr. Crancer will give the talking machine end of their business his personal supervision. R. T. Ryan, formerly manager of the company's talking machine department, will travel in Nebraska for the Columbia Co. Mr. Plume arrived in Sioux City in time to attend the graphophone recital of the W. A. Dean Co. The graphophone was accompanied by a full orchestra and Mr. Nolan, the firm's confidential man, read an interesting paper on the history of the graphophone. It was only a few days after this that Mr. Nolan was killed in a street car accident, Mr. Plume receiving the sad news the day after his return to Chicago. A contract has been closed with the Dean Co. to handle Columbia goods exclusively for the northwest portion of Iowa and the northeast portion of Nebraska.

George Ornstein, manager of sales for the Victor Co., was in Chicago this week. He met the Victor Co.'s western salesmen in Milwaukee last week for the regular annual conference and entertained them in the style for which he is famous.

"Our business in November and December was excellent," remarked Arthur Geissler, general

## The Economy Racks A NOTABLE INNOVATION

**The Economy Disc Record Rack**—Convenient, Portable. One record to a compartment. No handling of several to find the one you wish. Made in highly polished Mahogany or oak or oak mission. Attractive Billiard cloth cover. Retail prices—Rack for 10-inch records, \$3.50; 12-inch, \$3.75; Rack for insertion in cabinet, \$1.50.

**The Perfection Disc Record Racks**—This is a rack similar to the Economy but less ornamental and therefore cheaper. Price, \$1.50 for 10-inch records; \$1.75 for 12-inch.

**The Ideal Negative Rack**—for photographers—Amateur rack, holds anything from a postal card to an 8x10 negative. Price, \$1.25 retail. Professional rack, adjustable, holding anything from 8x10 to 14x17. Retail price, \$1.75.

We can now make prompt shipment in Jobbing Quantities.

**COMING**—The most unique talking machine cabinet ever introduced to the trade. It will embrace the "Economy" principle and will create a sensation.

**R. H. JONES,** Patentee and Sole Manufacturer **1-17 Bryan Place, Chicago, Ill.**





# THE HARVEST

THE next four months dealers in Talking Machines are going to reap the harvest.

## GET YOUR SHARE

If not already on our list of Victor and Edison dealers

### Write To-day

The Lyon & Healy way of handling dealers' orders is

### Quicker and Better

Besides we post all our dealers on all kinds of money-making goods, just as soon as they have demonstrated their selling quality.

Greatest Experience      Largest Stock

Why not join hands with us now?

*Lyon & Healy*

CHICAGO



manager of the Talking Machine Co. "December was the best month that we have ever had. The new year is starting out well. There is a snap to the trade that is very gratifying to us. Collections are most satisfactory." The "cabinet that matches" maintains the popularity into which it sprang at its introduction. Another full car of these beautiful cabinets has just been shipped to Los Angeles. O. A. Gressing, manager of the St. Louis Talking Machine Co., and Mr. Pickens, president of the John Hoyt Co., of Davenport, Ia., were callers on Mr. Geissler last week.

C. E. Goodwin, manager of the talking machine department of Lyon & Healy's, was highly satisfied with the way the year wound up. "It was the biggest December that we have ever had. Wholesale trade picked up wonderfully the latter part of the year. The outlook, I think, is very bright. The thing that impresses me particularly is the evidence of the stability of the trade. In our retail department last month we sold a number of Victrolas to people who first bought machines from us seven or eight years ago. Our Victrola business, both in wholesale and retail, has been the largest that we have ever had."

W. C. Fuhri, district manager of the Columbia Phonograph Co., says that the December business of the Chicago house was double that of last year, notwithstanding the fact that all of the local branches that were in existence last year have been discontinued. The Kansas City office is ahead of 1906 and double the business of 1907 in December, while the St. Louis house makes a similarly favorable report.

At the local branch of Rudolph Wurlitzer the talking machine department had a business much in excess of last year, making a fair increase over 1906. In the retail it was stated that more high priced outfits were sold than ever before.

The B. & H. Fibre Manufacturing Co. report that the year opened up with them with orders from their principal jobbers of double the usual volume. The company is now installing special machinery by which absolute uniformity of product is assured. They have just received a special shipment of extra fine bamboo from the north of Japan, selected for them by an agent sent to the Orient especially for that purpose.

Arthur F. Tero, president of the Toronto Phonograph Co., of Toronto, Can., was a Chicago visitor last month. The company is moving its wholesale department to separate quarters, but will conduct three retail stores in Toronto, as in the past. They also manufacture record cabinets and supplies. Mr. Tero is personally the Canadian representative of the Columbia Phonograph Co., and has established an exclusive jobber for each province. He is very enthusiastic regarding the double disc record and says that it has met with universal favor across the border. He was also loud in his praises of the new indestructible record.

Frank Dilbahrer, proprietor of the Western Talking Machine & Supply Co., made a flying trip to New York and Philadelphia the latter part of last month.

#### INTERESTING VICTOR SUPPLEMENT.

In preparing their first supplement for the New Year, the Victor Talking Machine Co. have many interesting novelties to offer their dealers and the public at large, including four records by Emmy Destinn, the farewell address of Admiral Evans to the Navy, an excellent record by the Percher Alpengingers of Berlin, three by the Whitney Brothers' Quartette, and new records by Harry Lauder and Nat Wills. The new Red Seal records will also include one by Mischa Elman, the young violinist so popular this season.

#### MAY BROS. MAKE ASSIGNMENT.

(Special to The Talking Machine World.)

Brenham, Tex., January 4, 1909.

May Bros., who conduct a music store in this city, have filed a petition of assignment. Mr. Kalkstein has been named as assignee, and no assets are given.

## THE SALE OF HIGH PRICED OUTFITS.

**Salesman Should Size Up Customer and Suggest Suitable Outfit—Sales Should be Made by Suggestion Rather Than Dictation—Talk Quality to the Man With the Educated Ear for Music and Demonstrate Possibilities of the Up-to-Date Machine and High Class Records.**

BY L. K. CAMERON.

Let us start with the assumption that the prospective purchaser has been interested in talking machines in general and has stepped into your store to investigate the Victor. The salesman should, by his knowledge of human nature and by the appearance of the customer estimate the value of the machine he would be most interested in. It would be a waste of time and energy to dwell forcibly upon the advantages of the Victrola when you have a customer who has \$40 or \$50 to spend and could not by any effort pay more. In doing this you would only be making the customer feel that the \$40 machine is not worthy of his attention. It should be the salesman's endeavor to put the customer at his ease and to awaken some enthusiasm. A surly discontented customer is hard to please and we must take particular pains that his feelings are in no way hurt, his temper ruffled or his suspicions aroused in any manner. Treat your customer as you would like to be treated yourself. Put yourself in his place and try to imagine the effect of your remarks upon him. The ability to put yourself in another's place is a salesman's most valuable asset, especially when coupled with tact, some horse sense and a good imagination.

In meeting a customer to whom price is no consideration, but who has no knowledge of the values in talking machines certain discretion should be used. The ordinary mortal likes to be led gradually to a certain point, and if you were to tell him the price of the Victrola before he is interested in it, it would serve in a way to counteract the results of your best efforts. The following is the method I have used successfully when I knew the customer was able and willing to pay a large price for his pleasure, especially when he knew he was getting the best value for his money. A customer enters the store and states that he is interested in talking machines and would like to hear a Victor. He has never heard the high class machines with good records and unconsciously has formed an opinion that they are all pretty bad from having heard some inferior machine in bad condition, grinding out records that set his teeth on edge. He says: "That if it were not for his wife, who wishes him to look into the matter he would never take the time to listen to one of the things." Now this is one of the best subjects to work upon. When a man is strongly prejudiced against the machine it is usually because he has a musical ear and has been tortured by the scraping and groaning of the cheap article. This kind of man can be impressed with the quality of tone and naturalness of reproduction. Ninety per cent. of the men who can spend \$200 for a machine are fairly well educated and can appreciate the better class of music and the wonderful results that can be obtained from the good machines.

Having invited the gentleman into your private Victor salesroom and seated him comfortably, try to obtain an idea from his conversation and remarks as to the quality and style of music he is fond of. Just because a man may go to the opera occasionally is no sign that he wishes to be surfeited with Caruso and Melba records. The crankiest musician likes a catchy melody at times, even though it be the conventional "Rag." Show him all styles of machines and play a Victor 3d with a voice record. If he is fond of the classical, let the record be a Caruso, or if he cares for something in English a record of Allen Turner's will show up the machine to great advantage. After playing the record on the Victor 3d transfer it immediately to the Victrola and play it with the same style needle. Now dwell upon the difference in quality between the tone of the two machines, showing that although the Victor 3d is clear, brilliant and of good,

natural quality, the construction of the Victrola tends to give the reproduction on this machine a rich, velvet quality which cannot be reproduced on any other instrument. The idea of "quality of tone" is one of the strongest selling points of the Victrola and the salesman should use it as much as possible.

Call his attention to the different effects produced by the manipulation of the little doors. Point out the graceful and artistic appearance of the Victrola and the beauty of design. If he seems interested go into the details of construction and explain the principles of sound waves (but be careful—he may know more than you), therefore study up so that you will be able to talk intelligently on the subject.

But for Heaven's sake don't talk too much. You may arouse his desire to buy in half an hour or less, but in the next ten minutes you may talk him out of it. Keep your eyes open and stop talking at the psychological moment. Remember you are not a talking machine. Let the Victor have a show.

#### VALUE OF THE TRADE PAPER.

How a Paper Like The World, for Instance, Benefits Its Advertisers and Supporters.

The importance of the trade paper to the industrial life of the country was fittingly described in a recent editorial in the "Fourth Estate," a leading magazine for newspapermen, published in New York. The editorial referred to read as follows:

"Few people outside of those directly interested have any idea of the number and value of the American trade publications.

"These are days when every business must have its representative paper, a periodical which will serve as the eye of the trade, watching out for every little item of news referring to it, seeking for all useful information, striving to supply every pointer which may possibly benefit its readers.

"The average man who takes up the average daily paper will find in it all the news of the day and page upon page of alluring advertisements of all descriptions, but only occasionally will he find anything directly referring to those

## TWO MISSING LINKS



This is SUPPOSED to be the Missing Link between Man and Monkey.



IT'S ALL IN THE BALL

"TIZ-IT"

(TRADE NAME)

This New All-Metal Ball-Joint Horn Connection is BEYOND A DOUBT the Missing Link between the Phonograph and Horn. Retail at 50 cents.

To Dealers, that cannot be supplied by their jobber, we will send this new connection in 1 dozen lots, PREPAID, at \$3.60.

**Kreiling & Company**  
Inventors and Sole Manufacturers  
North 40th Ave. and Le Moyné St.  
CHICAGO, U. S. A.



engaged in the same line of business as himself, unless it be a fire or a failure, the opening of a new building or the extension of an old one; in other words, news of general interest.

"This is quite natural. No one, two or even a dozen newspapers, could undertake the task of furnishing the readers in every line of business with all the news of interest to them in their particular branches of commerce.

"Thus the trade paper becomes a positive necessity, and by concentrating its energies on one trade and its closely allied branches it is enabled to present to its patrons not only all the news in that particular line of business, but also many advertisements setting forth all that is new, bright and attractive in that trade.

"Consequently the trade paper brings about a most valuable interchange of ideas and keeps everybody thoroughly posted on everything transpiring in the business represented by the paper.

"It is difficult to imagine that any trade could get along without the means of interchanging trade ideas, to say nothing of reading of the movements of captains of industry and trade solicitors, improvements in the different lines of business and the placing of fresh goods on the market.

"Any trade without such a representative journal would, according to modern ideas, be in a state of unhappy isolation, which would be almost fatal to progress and relegate its members back to the days, centuries ago, when all trades were confined to certain quarters of the large cities and the news of the day was exchanged over the wine cup, the beer pot, the coffee cup or the teapot.

"Finally the trade paper enables a business to be located in any part of the city, State or country, instead of squeezed up in a 'quarter,' for in its columns those who wish to do so can read of everything of interest transpiring in the trade, whether it be in New York, San Francisco, Chicago or New Orleans, London, Paris or Timbuctoo, Ceylon, Bombay or Singapore, St. Petersburg, Pekin or Tokio.

"Verily it cannot be denied that the trade paper appears to be a most useful publication."

#### NUGGETS FROM GEORGIA.

Don't climb so high that the world can't see you when it goes to cut the tree down.

Some folks paint the devil so black that they can't locate him on a dark night.

## TO MARKET FACTORY PRODUCTS.

The Output Company Will Help Manufacturers to Find a Market—O. W. Eckland Is Manager of a Strong Sales Force.

(Special to The Talking Machine World.)

Chicago, Ill., January 6, 1909.

The Output Company of America have been organized in this city for the purpose of marketing the factory product of concerns making good specialties and who will arrange with the company for the entire distribution of their output. The formation of the new company is of special interest to the talking machine trade, inasmuch as the manager, O. W. Eckland, is a man of long experience in this line and has the reputation of being a sales manager of unusual resourcefulness and energy. Furthermore, several well-known talking machine men are financially interested in the company. A strong sales force has been organized and the company, among other things, have contracted for the marketing of the entire output of the Central Cut Glass Co., of Chicago. They are open for good specialties in talking machine or other lines, and are especially desirous of obtaining the American representation for foreign manufacturers. The offices of the company are at 1110 Heyworth building.

## CHICAGO'S TRADE FOR 1908.

Figures and Facts Submitted by James F. Bowers, Secretary of Lyon & Healy.

(Special to The Talking Machine World.)

Chicago, Ill., January 9, 1909.

James F. Bowers, secretary of Lyon & Healy, in an article prepared for the Chicago Record-Herald gives the following figures relating to the business transacted by the music trade industry in this city for the year 1908:

Sales 1908.....	\$19,000,000
Sales 1907.....	19,000,000
Manufactures 1908.....	14,400,000
Manufactures 1907.....	16,000,000
Decrease, 10 per cent.	

"The past year has been fairly good in the musical instrument industry. In the early part of the year sales were considerably better than might have been expected during a period of general depression; the summer months were dull, however, compared with the year before, and it was not until October that activity became apparent. But the year finished with a good Christmas, so that viewed as a whole the twelve months compares favorably with the output of a few years ago.

"Business in high-grade pianos was exceedingly good, more Steinways being sold than ever before in the course of a year. The demand for medium-priced pianos was also very fair. There was a large falling off in the sales of very cheap instruments. The pianola piano continued to increase in favor. This piano may be played by means of a regular keyboard or by means of a roll of perforated paper. The result is that such a piano opens up vast possibilities in music to families who heretofore were confined to very simple forms. The Victor-Victrola, a new form of talking machine, in which the horn has been done away with, made such strides in popularity during the past year that it was impossible to supply the demands. Early in December every Victrola that the factory could produce, by working night and day, had been sold, and the new year finds many orders for these instruments still unfilled.

"The feature of the year just past was the return to favor of the mandolin, guitar and banjo. These instruments were again in strong demand and, together with the violin, were selling in great quantities. Sheet music and book business showed a decided gain over 1907, which is proof positive that the teachers of music on the whole are in a prosperous condition.

"One remarkable novelty brought forth during the year was the Welte-Mignon piano, which reproduces exactly and wonderfully the playing of Paderewski and many other great artists."

## MICA FOR DIAPHRAGMS.

Producers of Domestic Mica Want a Strong Duty Incorporated on the New Tariff Bill—A Petition Lodged With the Ways and Means Committee.

(Special to The Talking Machine World.)

Washington, D. C., January 7, 1909.

Mica is largely used for diaphragms in sound boxes, and therefore manufacturers are interested in the duty on this article. The grade of mica employed for this purpose is imported from India. In the sound boxes made by the Victor Talking Machine Co., Camden, N. J., and the Columbia Phonograph Co., General, New York, the mica diaphragm is used exclusively. The National Phonograph Co., Orange, N. J., have substituted copper for mica in the Edison sound boxes. The domestic and Canadian mica is totally unfit for diaphragms, and therefore cuts no figure so far as the trade are concerned.

Producers or miners of domestic mica—the most important deposits being found in North Carolina—are opposed to the importers as to the rate that should be embodied in the framing of the new tariff bill. The domestic miners avow the importers are trying to have mica placed on the free list, or the duty materially reduced. The importers, however, in a letter of December 18, addressed to the Ways and Means Committee of the House, say:

"We desire to go on record as follows in the matter of proposed tariff revision as applied to paragraph 184, act of 1897, which relates to mica: 1. We favor the removal of ad valorem duty of 20 per cent. 2. We favor the retention of the present specific rates, namely, 6 cents per pound on uncut mica and 12 cents per pound on cut mica. Specific duties of 6 cents per pound and 12 cents per pound, as stated above, return to the government a fair revenue and an equitable one to the importer, and fulfill the purpose of a specific duty. Protection is not required as far as mica is concerned in this country. Costs of production, etc., need no comment here. Domestic mica has not been bettered by the ad valorem duty in the present tariff, and, furthermore, consumers will continue to demand and to use foreign mica on account of quality and quantity and dependable supply thereof, as the past proves."

## NATIONAL CO.'S EXCHANGE

Will Take Back Cut Out or Defective Edison Standard Records—The Conditions Specified.

On December 28 the National Phonograph Co., Orange, N. J., notified authorized Edison jobbers and dealers that beginning Jan. 4, and until Jan. 9, 1909, inclusive, they may return, for exchange, cut-out and defective (not surplus) Edison standard (not grand opera, Amberol or concert) records.

Jobbers must enclose with the above an order, for immediate shipment, of a quantity of standard or Amberol records equal to the total number of standard records he is returning from his own stock, and within 30 days from Jan. 9, 1909, he must order a quantity of standard or Amberol records equal to the number of standard records his dealers have returned to the factory to be credited through his jobber.

This proposition did not include records taken in exchange from consumers, slot machine operators or exhibitors, and any records of this nature, or second-hand records, returned were absolutely refused. Jobbers and dealers are given the option of ordering any quantity of Amberol records equal to, or in excess of standard cut-out or defective records returned, with the understanding that the number of such records ordered are to be charged at the price of Amberol records, while credit will be given for standard records returned, at the price of the standard records.

A meeting of the directors of the National Phonograph Co., Orange, N. J., was held in their New York offices, 10 Fifth avenue, Thursday. Business of importance was transacted.

## Edison Jobber Zonophone Distributor



New Design  
Wooden  
Disc Record  
Racks

Wire  
Record  
Racks

RECORD CABINETS

SPRINGS

for all makes and size machines

Stereopticons, Post Card Projectors  
and Moving Picture Machines

JAMES I. LYONS

265 Fifth Avenue  
CHICAGO



## TRADE NEWS FROM LOS ANGELES.

Record Holiday Business Helps Year's Average of Business—Big Victrola Sales—Jobbers Have Hard Work to Fill Orders—Bad Fire in Wiley B. Allen Co. Store—How Various Houses Find Business—T. B. Tessier Returns from Mexican Trip—Other Interesting Items of the Month.

(Special to The Talking Machine World.)

Los Angeles, Cal., Jan. 2, 1909.

The old year has ended to the satisfaction of every dealer in the trade. The great volume of holiday business has placed 1908 far in advance of all previous years. Victor Victrolas seemed to be most demanded by the trade of the large houses. Another noticeable feature was that mostly all was cash business, while a small amount was installments. A leading retail firm made a record by selling 55 Victrolas in sixty days, while others made proportionate new records.

Jobbers in all lines had all they could do to fill the hundreds of orders which came in by mail, telegraph, long distance telephone and special messenger. Most every dealer had to order time and time again only to find he had not ordered as much as he should have at first. The wholesalers and jobbers are to be congratulated for their splendid service.

The only unfortunate happening among the dealers was that of a fire which damaged the Wiley B. Allen Co.'s store to the extent of \$25,000. A fortunate point was that the fire started about 10 o'clock Christmas evening, just after the big trade was over, and while some customers were just completing their purchases. The building was flooded with water, which did the most damage. The insurance company has purchased the damaged stock and claims on the same have been adjusted. The management has rented a large store a few doors south of the old location where they are temporarily located, and business has continued almost as though nothing had happened.

Sherman, Clay & Co., Victor jobbers, made the highest mark in the history of the Los Angeles branch. Manager Chas. Ruggles said: "I knew we would do a larger business than last season, but I hardly expected we would witness as great an increase as we did; had we received any more orders we would have had to put up a sign, 'Sold Out.'"

The Southern California Music Co., Edison and Zonophone jobbers, were in about the same position, having received orders from most every county in three States. Dealers from the northern part of the State telegraphed and telephoned for goods to be shipped by express up to the last minute. The branch houses of the same firm at San Diego, Riverside, San Bernardino, Santa Barbara and Oxnard did splendid retail business.

E. H. Philbrook, manager of the Edison Business Phonograph department of the Southern California Music Co., since receiving a large shipment of machines has installed several business outfits and is introducing the system to every large concern which employs an office force. The Business phonograph is comparatively a new venture in the trade here, but it has thus far met with great success and undoubtedly has a great future.

Arthur E. Burson, patentee of the Burson stopping device for all types of machines, has been in this city in company of Anton Gloetzner. Together they are making preparations for supplying the trade with the new product. After a short stay in the southern parts they will return to Santa Barbara.

After traveling through different parts of Mexico in the interests of the Southern California Music Co., T. B. Tessier has returned, bringing most favorable reports of trade conditions in the sister republic. Geo. L. Snider, of Kern, Cal., is among the many visiting dealers. Francisco Moreno has been appointed manager of the talking machine department of the Santa Barbara branch of the Southern California Music Co., while Edw. Borgum has taken a simi-

lar position in the San Diego branch of the same concern.

Geo. T. Exton, partner in the Exton Music Co., and one of the most prominent music dealers on the Pacific coast shot and killed himself December 29 in the basement of his store at 216 West Third street, in this city. No reason is understood for such an act, as he was in good circumstances and had an excellent standing, having been engaged in the music business in this city for the past 18 years.

## THE GOSPEL OF FRESH AIR

Being Preached by the Talking Machine in the Anti-Tuberculosis Campaign.

In aiding the fight being waged against tuberculosis the streets of New York, Boston, Chicago and other great human hives ring with the music of the talking machines which are being used to spread the anti-tuberculosis propaganda. This method is simple and effective. The machines are brought from place to place on vehicles; the program opens with the rendition of "The Battle Cry of Freedom" or of some similar martial air. This collects the crowd. When the operator is satisfied with the size of his audience, he removes the musical record from the machine and substitutes a record that tells of the proper mode of living. This is what the eminent German specialist, Dr. Koch, calls "preaching the gospel of fresh air and sanitation."

## GEORGE W. LYLE TO EUROPE.

The General Manager of the Columbia Co. Will Look Over the European Field—Conditions in the United States Most Satisfactory.

January 6 George W. Lyle, general manager of the Columbia Phonograph Co., General, sailed from New York for Europe on the swift turbine "Lusitania," landing in Liverpool, England. He was accompanied by his daughter, Gertrude Lyle. The trip was decided upon after Mr. Lyle became satisfied that the new selling policy of the company regarding the establishment of Columbia jobbers and dealers in exclusive territory was permanently successful and working admirably. Also that the sale of indestructible cylinder and double-disc records was increasing beyond their most sanguine expectations, hence this pleasant state of affairs permitted him to go abroad on a tour of inspection. Mr. Lyle will be in consultation with Frank Dorian, the Columbia's capable representative in London, England, the greater part of his time, and will also visit a few of the principal offices on the Continent. He will be away about a month.

## PERSUASIVE.

A rural manufacturer duns his subscribers in the following novel manner, says Harper's Weekly:

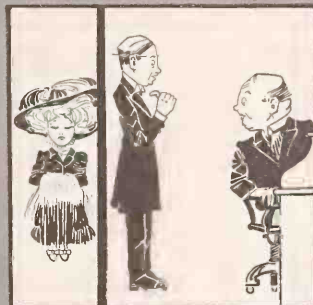
"All persons knowing themselves indebted to this concern are requested to call and settle. All those indebted to this concern, and not knowing it, are requested to call and find out.

"Those knowing themselves to be indebted, and not wishing to call, are requested to stay at one place long enough for us to reach them."

## DEATH OF OLD EDISON EMPLOYEE.

Peter Brady, one of the oldest employes at the Edison plant in Orange, N. J., died suddenly at his home in West Orange on December 24. For many years he had had charge of the men who took care of the buildings, and was popular with thousands inside and outside of the Edison works. He was born in Ireland sixty-four years ago.

Robert R. Smallfield, proprietor of the Smallfield Music House, 313-315 West Second street, Davenport, Ia., recently purchased the entire stock of the Columbia Phonograph Co., in that city, whose line he will handle. This is the fifth store that this enterprising dealer has purchased in Davenport since starting in business.



## Don't keep your customers waiting

Maybe it is the fault of your jobber, but if you have the right kind of a jobber there won't be the least delay in filling your orders.

You can't afford to dilly-dally with a jobber and keep your customers on edge for their goods. Not every customer will stand that kind of treatment, and those who do won't put up with it any longer than they can help.

There's an easy way to get over these troublesome delays. Send us your orders for Victors, Victor Records, record cabinets, horns, fibre cases, English needles, and Victor accessories of every sort. You won't need to tell us to hurry—we always do that; send out goods the same day the orders are received.

That is the kind of service you always get here, and it puts you in position to take the best care of your customers and saves you a lot of needless worry.

Try us on your next rush order and see how we handle it. In the meantime you'd better get our catalogue, and booklet, "The Cabinet That Matches," which tells about our record cabinets that match perfectly each style Victor in design and finish.

Write for them to-day.

The Victor Distributing and Export Company

83 Chambers St., New York



**POPULARITY OF THE STAR LINE.**

The New Starola Cabinet Machine Has Made a Great "Hit"—Fifteen Models Constitute the Star Line—Plan a Big Campaign for 1909.

The Hawthorne & Sheble Mfg. Co., are achieving great success with their Starola cabinet machines which were introduced to the trade last month, and which are further referred to in their advertisement elsewhere in this issue. These instruments mark a further development of the plans of the Hawthorne & Sheble Co. who have been steadily increasing their line with the result that the Star products are now made in fifteen models, with all distinctive features. Improvement and perfection are the keynotes of the Hawthorne & Sheble advance.

Dealers find the Star a most profitable line to handle, and are taking hold of them, as well as the Star records, with alacrity. The progressive policy which has characterized the Hawthorne & Sheble Mfg. Co. for the past twelve months will be not only further exemplified during the year just opened, but materially augmented, and nothing will be left undone to make the Star line a most attractive proposition to dealers—specialties that will give the utmost satisfaction to purchasers.

**THE EXCELSIOR PHONOGRAPH CO.**

Instead of succeeding the Douglas Phonograph Co., Inc., New York City, as "The Talking Machine Co., of New York," previously announced in The World of December 15, following the purchase of the property by P. A. Powers, of Rochester and Buffalo, N. Y., the title of the new concern will be "The Excelsior Phonograph Co." John Kaiser, general manager of the company, stated Tuesday, when the adoption of the latter designation was decided upon, that the change was made to avoid unnecessary complications and useless friction, a course satisfactory, in his judgment, to all parties in interest.

**POINTS GAINED BY JOBBERS.**

The Exact Line Victor Dealers Can Handle—Plans of Schemers Nipped—No Change in National Co.'s Practice of Furnishing Samples—Victor Double-Discs in Envelopes Hereafter.

The National Phonograph Co., Orange, N. J., recently transmitted a circular letter to their Edison jobbers, notifying them that after due consideration of the proposition placed before them by the executive committee of the National Association of Talking Machine Jobbers, following the Chicago conference, there would be no change in the company's practice of furnishing samples of records on the usual monthly dates. The committee had unanimously recommended that one set of samples only be sent each jobber, so as to have dealers call at their respective places to hear them played and then place the order; in this way all would be on the same footing and much valuable time saved and other annoyances avoided. There was a division of opinion among the National Co. securing a consensus by mail, the majority favoring the existing plan, hence their action. Doubtless this question will be brought before the annual meeting of the association in July for further discussion.

At the instance of the committee, however, the Victor Talking Machine Co., Camden, N. J., on December 18 informed their distributors that hereafter the initiatory minimum order for three machines to qualify as a dealer should not include a Victor Victrola or a Victor Auxetophone, but the regular line only. This step was taken to stop the practice of department stores aiding and abetting the purchase of high-price goods by private individuals at the dealers' price for holiday gifts, thereby robbing the legitimate store of sales. The methods of fake dealers and these transactions, on being explained to the Victor Co., the foregoing prohibitory order was issued, and the Christmas trade thereby kept in the proper channels.

As rapidly as it can be accomplished, the Vic-

tor Co. are placing their duplex or double-side records in stout envelopes, of uniform quality and color, thereby protecting them against injury and dust. This will relieve the dealer of "enveloping" the records at his own expense. This was also brought about through the representations and request of the association.

**SOME CURIOUS COMMENTS**

Made by a Correspondent of an English Paper on His Own People—Quotes Thomas A. Edison but His Interview Is so Utterly Unlike the Great Inventor That It Seems an Effort of His Imagination.

"The Englishman who succeeds is hardly ever a Londoner; the Englishman who fails completely is almost always a Londoner."

This is the statement which a special correspondent of the Times who has been traveling in Canada and part of the United States says he has heard everywhere. The correspondent visited Mr. Edison at his laboratory in New Jersey.

"Say, what's the matter with your people over there?" he exclaimed. "I've had to close down my phonograph factory in England—what's the name of the place? I've forgotten; somewhere near London. All the others in Europe paying. But we couldn't make that one pay. We get good work out of the French and the Belgians and the Germans and Austrians, but the English—no good.

"Mind, I'm not speaking of the English mechanic; none better in the world. I'm talking of the common laboring man you pick up on the streets. What is it? Too much booze, or general deterioration, or what?"

Knowing the conservative and careful manner in which Thomas A. Edison talks to newspaper men, whom he avoids unless properly introduced, the above "talk" with the wizard of Menlo Park must be an effort of the reporter's imagination, as it is altogether at variance with the way in which Mr. Edison always discusses serious subjects.

# Orders Filled Quickly and Fully Our Claim

## LET US PROVE THIS TO YOU



**SPECIAL**—The illustration shows our No. 124—200 Peg—Cylinder Cabinet. Best value in the country. Large discount. Catalogue for the asking.

**FIRST**—We are Talking Machine Jobbers exclusively.

**SECOND**—Orders go only into hands of experienced men.

**THIRD**—Our two warerooms bring us closer to the dealer.

We mention this to show there is One Jobbing House that spares nothing in its efforts to "Serve You Right on Edison and Victor."

Our warerooms are filled from floor to ceiling with fresh new goods, to take care of all hurry-up orders.

Write, telephone or telegraph, and be convinced that Buehn's Rush Service is better than any you ever tried.

**LOUIS BUEHN & BROTHER**  
**PHILADELPHIA**      Everything for Talking Machine      **HARRISBURG**



## THE COPYRIGHT SITUATION IN WASHINGTON.

Certain Now That no Legislation Regarding Copyright Will Become Law This Session—A Copyright Bill May be Reported in Some Form to the House of Representatives and May be Passed by the Lower Branch of Congress—The Real Stumbling Block Seems to be the Musical Clause—Committee Finds It Hard to Reach Unanimous Agreement on Certain Points—The World's Washington Correspondent Presents Some Interesting Contrasts as They Appear in the Different Bills—A Careful Analysis for the Busy Reader.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 9, 1909.

Talking machine men will be interested in knowing that there will be no copyright legislation during the present session of Congress. This much can be stated authoritatively without the slightest fear of successful contradiction. The best that can now be accomplished is the reporting of the copyright bill in some form to the House of Representatives and its possible passage through the lower branch of Congress. It is not even certain that this much can be accomplished. Several members of the House Committee on Patents are very positive in declaring the most that can be hoped for is the agreement upon some form of bill in committee and the submission of a report to the House.

But as for securing the passage of a bill through both the upper and lower branches of Congress—that is now as impossible as water running up hill. Even if the members of the House Committee were able to agree upon a measure and the House were to adopt it at once, there would be no legislation for the reason that it is the intention of the Senate Committee on Patents to go over the action of the House, section by section, and this would delay the reporting of the measure far beyond the 4th of next March, when the present session of Congress dies by constitutional limitation. When the Congress expires all measures die with it. In the next Congress they must all be reintroduced, referred to the Patent Committees and considered *de novo* just as though the subject had never before been broached.

Of course, if the House Committee can agree upon a bill finally before the end of the present session, even if that measure cannot become a law, the same measure can be introduced in the 61st Congress and quickly reported out of the Patents Committee unless there are many changes in the personnel of that committee in the general reorganization of committees for the next Congress.

### THE REAL STUMBLING BLOCK.

The stumbling block of the copyright situation is now—as it has been ever since the movement for a new law was instituted several years ago—the musical clause. There is the same wide division of sentiment between the various influential interests specially concerned in this feature of the proposed law—the publishers of music, the composers, the manufacturers of talking machines and makers of various kinds of patented instruments for the mechanical reproduction of copyrighted music.

But for the dissension among these interests, and especially the efforts of the music publish-

ers in blocking legislation, the copyright bill would long ago have been passed. There is no other single feature of the bill in its various forms that has excited anything like the controversy and opposition than has the music clause. With an agreement satisfactory to a large majority of the two Patent Committees on this clause, the bill could be reported to the House within three hours and passed within a fortnight.

### COMPROMISE ATTEMPTED BUT FAILED.

Toward the end of the first session of the 61st Congress there was an attempt made to bring the various opposing interests together on the common ground of compromise. For a short while it looked as though this would succeed. But it failed. Some of those entering the compromise agreement—and it was only a provisional compromise—have since withdrawn from it and when the present second session of the same Congress convened the situation was practically no better than it was a year ago, except on the surface. Down underneath the apparently calm waters of the sea of conflicting copyright interests there were the same restless and insistent currents and cross-currents forming a veritable submarine maelstrom.

The House Patents Committee, if its members could agree, might report some sort of bill without paying further attention to these outside currents, but that would be futile. Unless those most deeply interested in the copyright section reach some sort of agreement it is a safe bet that there will never be a copyright law of a general character passed affecting the musical trade, because if there is no agreement as between those directly affected there would be a fight instituted on the floor of both houses in behalf of the various interests the moment the measure came up for consideration and the measure jeopardized of passage.

### SUB-COMMITTEE HARD AT WORK.

At the close of the last session it will be recalled a sub-committee of the House Committee on Patents, headed by Representative Currier of New Hampshire, chairman of the full committee, and including Representatives Hinshaw of Nebraska, Chaney of Indiana, McGavin of Illinois, Washburn of Massachusetts, Legare of South Carolina and Sulzer of New York, was appointed with instructions to draft a bill. At the beginning of this session in December this sub-committee began its herculean task. Since December they have been going over the disputed music clause in an effort to reach an agreement and holding sessions almost every day. They have been making progress but have not yet

reached an agreement. When they do their recommendations will have to be reported to the entire Committee on Patents before it can be reported to the House of Representatives. It is now the intention of this sub-committee to call before it Messrs. Arthur Stuart of Baltimore and John J. O'Connell of New York, who have been in conference with one another as representatives of the two principal sets of opposing interests, and trying to work out a satisfactory sort of music clause. They will submit a working draft for the consideration of the sub-committee, but it does not necessarily follow that the sub-committee will accept what these two gentlemen recommend.

Just what the outcome will be is as uncertain as a March hare. The best that the Patent committee members are hoping for now is that they will be able to agree upon something. It is not certain that they can, although since the Christmas recess the prospects seem a trifle more reassuring. The attitude of the House is equally problematical. If seven members of the sub-committee have met day in and out without agreeing after having devoted months of study to the subject, what can be expected of a body like the House of Representatives, composed of nearly four hundred men, many of them representing constituents who are kicking against what the constituents of other members want. The members of the Ways and Means Committee have trouble enough making tariffs, but their task is like writing laws with rose water compared to the work of those who have attempted for two years to frame a copyright law.

### DIFFERENT BILLS CAUSE DEADLOCK.

There are sharp differences of opinion among the members of the Patents Committee just as there are among the interests outside of Congress. There is no hope of the Committee reaching a unanimous agreement, and unless they do their task will be more difficult whenever the matter reaches the stage of floor discussion. Altogether there are six principal bills on the subject under consideration. Two of them are Senate measures, Senate Bill 2900, introduced by Senator Kittredge, known as a pro-composers measure and Senate Bill 2499, introduced by Senator Smoot of Utah, who is still chairman of the Senate Patents Committee. For present purposes the four House Bills are the ones in which interest centers. They are:

House Bill No. 21592, introduced May 5, 1908, by Representative Washburn, of Massachusetts.

House Bill No. 22183, introduced May 26, 1908, by Representative Currier, following generally the lines of the Smoot Bill.

House Bill No. 24782, introduced December 19, 1908 (this session), by Representative Barchfeld of Pennsylvania.

House Bill No. 25162, introduced January 5, 1909, by Representative Sulzer of New York.

All four of these measures differ and they are before the Patents sub-committee. Some of the leading members of the House sub-committee favor the payment of a royalty of 2 cents a record or controller for the use of copyrighted composi-

ATTENTION, MR. JOBBER AND DEALER!

## The New Munson Folding Horn

PATENTED

Retails \$7.00



Retails \$7.00

### OFFERS YOU GREATER SALES AND LARGER PROFITS

THE NEW MUNSON FOLDING HORN is not only superior in appearance but through some mechanical changes in its construction its tonal qualities have been greatly improved.

FOR DISC AND CYLINDER MACHINES is the only one-piece indestructible Folding Horn on the market. Made of the finest quality of selected Leatherette—in plain solid colors—Gold, Black or Red, inside and out.

WHEN FOLDED AND CARTONED it occupies a space only 28 inches long by 3½ inches square—an ideal parcel for carrying or handling and impervious to damage.

Dealers Must Order Through Their Jobbers.

Further Particulars and Discount Sheet on Application

**FOLDING PHONOGRAPHIC HORN CO., 650-652 Ninth Ave., New York City**

TORONTO PHONOGRAPH CO., Toronto, Ont., Canadian Agents



tions on mechanical music reproducing instruments. Several members of the sub-committee would, in order to secure an agreement, consent to the waiving of the 2-cent royalty and the substitution of a provision for the payments to be made on a percentage basis, but they assert that they would yield their convictions in favor of the 2 cents royalty very reluctantly. Opposed to these members are those who favor the payment of a high percentage royalty to the owners of copyrights for the use of copyrighted compositions for mechanical music-reproducing purposes. There is another provision that has developed a controversy, and that is the section of the Washburn bill which proposes to give to copyright owners the same rights which they would have under the common law.

All four of the above mentioned House bills provide "That the copyright secured by this Act shall include the exclusive right—

"(a) To print, reprint, publish, copy and vend the copyrighted work."

This is the only clause of the music section upon which there is absolute harmony, but when it comes to clauses (b), (c) and (e) they differ widely.

#### DIFFERENCE IN THE VARIOUS CLAUSES.

Take clause (b) for instance. The Currier bill would secure the exclusive right (B) "To translate the copyrighted work into other languages or dialects, or make any other version thereof, if it be a literary work, to dramatize it if it be a nondramatic work, to convert it into a novel or other nondramatic work if it be a drama, to complete, execute and finish it if it be a model or design for a work of art, to vary or adapt it if it be a work of art."

This clause of the Washburn Bill reads "(b) To translate the copyrighted work into other languages or dialects, to dramatize it if it be a nondramatic work, to convert it into a novel or other nondramatic work if it be a drama, TO ARRANGE OR ADAPT IT IF IT BE A MUSICAL WORK, to complete, execute and finish it if it be a model for a work of art."

And the Barchfeld Bill—it's clause (b) reads: "To translate the copyrighted work into other languages or dialects or make any other version of it if it be a literary work, to dramatize it if it be a nondramatic work, to convert it into a novel or other nondramatic work if it be a drama, TO ARRANGE OR ADAPT IT IF IT BE A MUSICAL WORK, to complete, execute and finish it if it be a model or design for a work of art, to vary or adapt it if it be a work of art."

Finally clause (b) of the new Sulzer bill, introduced Tuesday of this week says, "To translate the copyrighted work into other languages or dialects, or make any other version thereof if it be a literary work, to dramatize it if it be a nondramatic work, to convert it into a novel or other nondramatic work if it be a drama, to complete, execute and finish it if it be a model or design for a work of art, to vary or adapt it if it be a work of art, TO ARRANGE OR ADAPT IT IF IT BE A MUSICAL WORK."

#### THE DIFFERENT BILLS CONTRASTED.

It is apparent from the above extracts that the Currier Bill is the only one that does not use the phrase "to arrange or adapt it if it

be a musical work." While some favor the use of the words "rearrange or adapt" others severely criticize their use and declare they must either go out of the bill or be qualified. It has been suggested that these words might prevent the use of a piece of music for a phonographic disk and the word "rearrange" along has been criticized for another reason. It is claimed by these critics that "arrange" has a well defined legal meaning, but that the word "rearrange" is new to the law. It has been suggested by them that "re-arrange" if it means anything means to re-arrange an arrangement.

All four bills agree on clause (c) which grants the exclusive right "To deliver or authorize the delivery of the copyrighted work in public for profit if it be a lecture, sermon, address or similar production," the phraseology of this clause being identical in the four measures. In clause (d) the bills again differ widely.

That of the Currier bill, for instance, reads:

(d) To perform or represent the copyrighted work publicly if it be a drama, or if it be a dramatic work and not reproduced in copies for sale, to vend any manuscript or any record whatsoever thereof; to make or to procure the making of any transcription or record thereof by or from which, in whole or in part, it or any performance thereof may in any manner be performed, presented, produced, or reproduced, and to exhibit it or any performance or any representation or reproduction of it or any performance thereof whatsoever.

In the Washburn this clause has been condensed into the following:

(d) To perform or represent the copyrighted work publicly if it be a drama;

It takes the following form in the Sulzer Bill:  
(d) To perform or represent the copyrighted work publicly if it be a drama; or to authorize the reproduction or the public representation of it by means of the cinematograph;

Clause (d) of the Barchfeld Bill reads like this:

(d) To perform or represent the copyrighted work publicly if it be a drama.

Then when it comes to (e), the real bone of contention, there are as many differences as there are words almost in these four bills.

In the Currier Bill for instance which favors the 2 cents royalty the clause reads as follows:

(e) To perform the copyrighted work publicly for profit if it be a musical composition on which such right of public performance for profit has been reserved, as provided in section twenty-one of this Act, or to make any arrangement or setting of it or of the melody of it in any system of notation or any form of record in which the thought of an author may be recorded and from which it may be read or reproduced to the ear: *Provided, That the provisions of this Act, so far as they relate to instruments or machines or parts of instruments or machines which reproduce or serve to reproduce to the ear the musical work, shall include only compositions published and copyrighted after this Act takes effect, and shall not include the works of a foreign author or composer unless the foreign state or nation of which such author or composer is a citizen or subject grants, either by treaty, convention, agreement, or law, to citizens of the United States similar rights:*

*Provided further, That any person may make use of the copyrighted work in the manufacture of records or controllers for mechanical music-producing machines, however operated, and may sell or use such records for profit upon payment of a royalty to the copyrighted proprietor by the manufacturer of such record or controller, as hereinafter provided:*

*And provided further, That in no event shall the payment of more than one royalty be required on any such record or controller.*

In case of the use of such copyrighted composition on such interchangeable records or controllers of such mechanical music-producing instruments no criminal action shall be brought, and in a civil action no injunction shall be granted, but the plaintiff shall be entitled to recover in lieu of profits and damages a royalty of two cents on each such record or controller, except in the case of disks for talking machines

not exceeding eight inches in diameter or cylinders not exceeding four inches in length, in which case the royalty shall be one cent; but in the case of the refusal of such manufacturer to pay to the copyright proprietor within thirty days after demand in writing the full sum of royalties due at the said rate at the date of such demand the court may award taxable costs to the plaintiff and a reasonable counsel fee, and the court may enter judgment therein for any sum above the amount found by the verdict as the actual damages, according to the circumstances of the case, not exceeding three times the amount of such verdict."

In the Washburn Bill this clause takes an entirely different expression, as follows:

(e) To perform the copyrighted work publicly for profit if it be a musical composition on which such right of public performance for profit has been reserved, as provided in section twenty of this Act, and for the purpose of public performance for profit, and, for the purposes set forth in subsection (a) hereof, to make any arrangement or setting of it or of the melody of it in any system of notation or any form of record in which the thought of an author may be recorded and from which it may be read or reproduced:

*Provided, That the provisions of this Act so far as they secure copyright covering the parts of instruments serving to reproduce mechanically the musical work shall include only compositions published and copyrighted after the passage of this Act: And provided further, That whenever the owner of a musical copyright has used or permitted the use of the copyrighted work upon the parts of instruments serving to reproduce mechanically the musical work, any other person may make similar use of the copyrighted work upon the payment to the copyright proprietor of a royalty equal to the royalty agreed to be paid by the licensee paying the lowest rate of royalty for instruments of the same class, and if no license has been granted then [?] per centum of the gross sum received by such person for the manufacture, use, or sale of such parts, and in all cases the highest price in a series of transactions shall be adopted.*

The Sulzer Bill expresses this clause in the following language:

(e) To perform the copyrighted work publicly for profit if it be a musical composition or if it be a dramatic work and not reproduced in copies for sale; to vend any manuscript or any record whatsoever thereof; to make or to procure the making of any transcription or record thereof by or from which, in whole or in part, it or any performance thereof may in any manner be performed, presented, produced, or reproduced, and to exhibit it or any performance or any representation or reproduction of it or any performance thereof whatsoever; and for the purpose of public performance for profit, or for the purposes set forth in subsection (a) hereof, to make any arrangement or setting of it or of the melody of it in any system or notation, or to make any form of record thereof in which the thought of an author may be recorded and from which it may be read or reproduced.

In the Barchfeld Bill the clause is more brief. It reads:

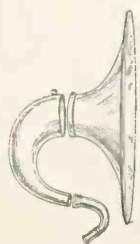
(e) To perform the copyrighted work publicly for profit if it be a musical composition on which such right of public performance for profit has been reserved as provided in section twenty of this Act; [and for the purpose of public performance for profit, or, for the purposes set forth in subsection (a) hereof] to make any arrangement or setting of it or of the melody of it in any system or notation, or to make any form of record thereof in which the thought of an author may be recorded and from which it may be read or reproduced.

#### PHOTOGRAPHING HEART BEATS.

By means of an ingenious combination of the stethoscope, microphone, phonograph and galvanometer, a Dutch physiologist obtains a photographic record of the heartbeats.

## WILL LEASE OR SELL

BRITISH and FRENCH PATENTS  
OF THE NEW



## S Shaped Phonograph Horn

Which Requires Little Space

For clearness and sweetness of tone it is superior to all other horns.

If interested, address the inventor.

CHAS. A. BEPLER, 921 Gates Ave. BROOKLYN, N.Y.

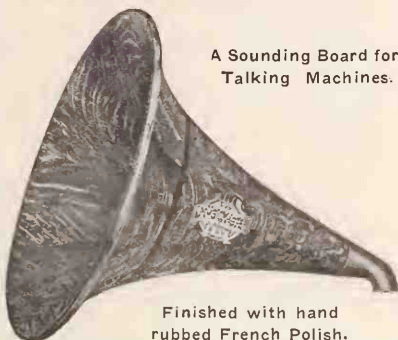


# MUSIC-MASTER Wood Horns (NOT VENEERED)

## The only SOLID WOOD Horn on the Market

The Music Master Wood Horn is made of sixteen SOLID staves of either Oak, Mahogany or imported Spruce.

Made to fit any machines, Edison, Zonophone, Victor, Columbia or Star.



A Sounding Board for Talking Machines.

Finished with hand rubbed French Polish.

You could not get a resonant tone from a metal or veneered wood musical instrument.

Why not test our claims of superiority? Let your jobber or us send a Music Master Horn on approval.

**SHEIP & VANDEGRIFT, Inc.,** Manufacturers and Patentees **Philadelphia, Penna.**

### NEW YORK TALKING MACHINE CO.

Replaces the Victor Distributing & Export Co.—New Name Takes Effect from January 1—No Change in Management or Staff—Manager Williams' Christmas Reminder.

Dating from January 1, 1909, the Victor Distributing & Export Co., 83 Chambers street, New York, ceases to exist, having been taken over by the New York Talking Machine Co., which has been incorporated under the laws of the State of New York. There will be no change in the management or policy of the company, the present staff being retained as follows: G. T. Williams, general manager; V. W. Moody, assistant; W. S. Moffatt, G. W. Williams and E. G. Evans. There may be some changes in the officers, to be announced later. The company will continue to transact a strictly domestic business with a tendency and purpose to confine themselves to the wholesale end.

Christmas eve Manager Williams was agreeably surprised when his associates and the clerical corps presented him with an elegant humidor, of quartered oak, copper lined, and containing a box of fragrant Havanas. The company remembered everybody with a gold piece and their best wishes for the future.

The company have uniformed their elevator attendant in a wine-colored suit, with the word "Victor" emblazoned on the jaunty cap and the military collar of the coat in brass script. It is a stunning outfit.

E. T. Severin has opened a talking machine store in Moline, Ill., occupying a part of the showroom of the Tri-City Piano Co. He will carry a complete line of Victor and Edison goods.

Bad personal habits in the employer or manager lead to bad personal habits in the employees. Don't make yourself an excuse for your clerk's misdeeds.

### WANAMAKER USES "THE TALKER"

For His Address at the Convention of the Pennsylvania German Society.

An interesting feature of the recent convention of the Pennsylvania German Society at Lancaster was the address of John Wanamaker, the president, delivered entirely by phonograph to the large assemblage. Pushed with business, Mr. Wanamaker sent his annual address on phonographic records, to be delivered by machinery, with a letter regretting his inability to be present, in which he wrote: "I send you nine barrels of speech," referring to the records, and his utterance delivered to the society was possibly the first annual address so made. Mr. Wanamaker's "nine barrels of speech" covered the history of the society and outlined the work which is being done.

### PUNCH BOWL FOR MR. BLACKMAN.

A handsome cut glass punch bowl was given J. Newcomb Blackman, president and general manager of the Blackman Talking Machine Co., New York, by the clerical, selling and office staff. R. E. Caldwell, the vice-president and manager of sales, did the honors the day before Christmas. Mr. Blackman, as is his annual custom, distributed an extra fat pay envelope, with his compliments, to the entire body of employees.

### POSTAL RATE TO GERMANY REDUCED.

On January 1, it is announced, the postage on letters to Germany will be reduced to two cents per ounce, providing such letters are despatched by steamers proceeding directly from United States ports to German ports, otherwise the present rate of five cents per ounce will apply. This is a provision that need not worry the average business house, for, apparently, the reduced rate will apply in all cases except when letters are

specifically addressed for despatch by some special steamship requiring transshipment of the mails through England, France or some third country. In general, then, for all other letters, the rate after January 1 will be the same for German letters as for domestic letters and as has so recently been made applicable to British letters.

### NOW WASHINGTON MUSIC CO.

Tilley Co. Change Name and Take Allen Hansen Into the Business—Lease New and Larger Quarters at 118 Post Street.

(Special to The Talking Machine World.)

Spokane, Wash., Dec. 29, 1908.

The Washington Music Co., until now the Tilley Music Co., have taken a lease of the three-story building at 118 Post street. This building is located adjoining the quarters now occupied by the Tilley Music Co.

Homer H. Tilley, the former owner of the Tilley Music Co., has sold a half interest in the company to Allen Hansen and the firm has been reorganized under the name of the Washington Music Co. Mr. Tilley is the president and treasurer of the new company and Mr. Hansen, secretary and manager.

The first floor of the building will be used entirely in handling sheet music and phonographic records. The company intends to do a jobbing business in sheet music, this being the first jobbing business in this line in Spokane. The second floor will be remodeled considerably and devoted to the handling of Edison phonographs, while the piano stock of the company will be carried on the third floor.

### GET AGENCY FOR EDISON LINE.

The Koerber-Brenner Piano Co., St. Louis, Mo., have secured the agency for Edison phonographs and records and are preparing to push this branch of their business in energetic style.



### WITH THE TRADE IN CLEVELAND.

The Business of 1908 in Retrospective—Excellent Prospects for Present Year—Good Demand for Ideal Horns—Wurlitzer Co. Buy Out Witt Music Co. Department—Pleasing Reports from Various Dealers—Robbins & Co. Succeed Robbins & Emerson—New Talking Machine Stores.

(Special to The Talking Machine World.)

Cleveland, O., Jan. 8, 1909.

In writing of present conditions in talking machine circles, one cannot help but retrospectively view the situation. The year 1908 opened in Cleveland with industry paralyzed, factories idle, wheels at rest; clearing house certificates doing the duty of specie and currency—in fact, deadlocked in the enervated condition of the first stage of convalescence following financial panic. The year closed with 75 per cent. of the prosperity volume of activity restored, and with fair prospects that this year will bring back most, if not all, that was lost. Among the first to feel the chilling blast of business adversity was the talking machine trade. The masses—mechanics and workmen—without work, had to forego the luxury of a machine, and those who had a machine, that of their habitual weekly new record purchases.

But all is now changed, and a brighter outlook forecasts a year of plenty. An unexpectedly large increase in both wholesale and retail trade developed in December, and the result was the demand was greater than the supply, and thereby the holiday trade suffered to a large extent. The consensus of opinion in the trade is that the present year will be one of continuous improvement, and that the manufacturers will be taxed to their utmost to supply the demand.

Louis Devineau started for Paris Jan. 1, where he has gone to look after a legacy bequeathed to his two little girls by an aunt. His wife and children have been there some weeks.

The Federal Mfg. Co. are busy these days on talking machine novelties, including the Ideal horn.

The Witt Music Co. have disposed of the automatic music department of their business at 206 Prospect street to the Rudolph Wurlitzer Co., who are continuing the business at that address.

The new Akron Graphophone Co., mention of which was made in last issue of The World, report business opened up in the most satisfactory manner, and that they enjoyed a splendid holiday trade.

W. J. Roberts, Jr., reports a very satisfactory

year's business, which extended into the new year. He said his sales of Victrolas and Amberol attachments and records were circumscribed only by the inability of the factories to supply them.

Mr. Towell, of the Eclipse Musical Co., says their December business was exceptionally good. He says they still have unfilled orders for Victrolas and some of the higher-priced machines on their books.

"Business," said G. J. Probeck, of G. J. Probeck & Co., exclusive distributors of Columbia goods, "is very good—both in machines and records. The prospects for the winter season are very promising. Our new double-disc and Indestructible cylinder records have given an impetus to business of the most desirable character. Our holiday trade was far beyond our most sanguine expectations. We sold a large number of the higher priced machines."

Mr. Emerson, of Robbins & Emerson, has sold his interest to the firm of Robbins & Co. They have moved from 145, the Euclid avenue floor of The Arcade, to No. 42, on the Superior avenue floor, with larger rooms and better facilities for doing business. Mr. Robbins stated that during Christmas week they sold a number of Victrolas and the better grade of machines, with a good record trade. Business with the new firm has started in fine with the new year. They are selling large numbers of the Amberol and Red Seal records.

Their new location, 2010 East Ninth street, magnificent rooms and large and complete stock of Victor and Edison goods is accounted the reason by W. H. Buescher & Sons for their largely increased business. They had a splendid holiday trade, and it has continued right up to the present time.

"The Victor and Edison Talking Machine Store" has opened up at No. 27 the Taylor Arcade, under the management of Edna Rankin, formerly with the Witt Music Co. A full line of Edison and Victor machines and records is carried, and Miss Rankin says that the holiday trade was exceptionally fine.

At the store of Brown Bros., Columbia dealers, 2040-44 Ontario street, business was reported exceedingly good in the talking machine department by Loretta H. Byrne.

The International Talking Machine Co. opened their new store at No. 13 the Taylor Arcade just prior to the holiday season, and had satisfactory patronage. The company handle Columbia goods, Fonotipia, and a full line of imported records. Mr. Bourgeois, manager, is an old-timer (though a young man) in the business, and very popular.

Collister & Sayle report business exceptionally good with the advent of the new year. During the holiday season they sold out their entire stock of Victrolas and one Auxetophone, the latter installed in the "Crystal Room" of the Hollenden Hotel. Phil Dorn, manager, is enthusiastic over the outlook.

E. A. Friedlander, manager of the talking machine department of the Bailey Co., said that they had the best holiday trade in the history of the company, with big sales of Victrolas, high-priced Edisons, Victors and Zonophones. The sales of Amberol attachments and records was exceptionally large.

Mr. McNulty, manager of the talking machine department of the May Co., reported an exceptionally good holiday trade, principally of Victrolas and the higher grade machines. The sales of records run up into thousands, including a large number of Red Seal and the new four-minute Amberols.

Business is reported only fair in the talking machine department of Plesheim & Smith.

The manager of the talking machine department of the Caldwell Piano Co. made an encouraging report regarding business. A full line of Victor and Edison goods are carried.

Holiday trade has been of the most satisfactory character at the Hartwell Phonograph Store. There is a big demand for Victor records, including a very large number of Amberols.

John Reiling, who purchased the West Side Columbia Phonograph Store, No. 1831 West 25th street, is an old-time and popular resident of that section. He stated he had a fine holiday trade, and that the business prospects were highly encouraging. He carries a fine stock of Columbia machines and records, and caters largely to the foreign element, not forgetting his Yankee friends.

### CATALOGS IN AUSTRALIA.

Duty Levied on All Advertising Matter Sent Into That Country Under New Tariff Act.

(Special to The Talking Machine World.)

Washington, D. C., January 2, 1909.

Consul H. D. Baker, of Hobart, Tasmania, writing to the Department of Commerce and Labor under date of November 23, 1908, calls attention of merchants and manufacturers in the United States who send catalogs to Australia to the fact that under the new tariff act of the Commonwealth of Australia a duty is levied on catalogs, price lists, trade circulars, and all similar advertising matter introduced through the post, at the rate of sixpence per pound, even when forwarded in single copies addressed to individuals, provided the duty on the whole quantity posted by the consignor by any one mail to any one State of the Commonwealth exceeds 1 shilling.

### 50,000 COLUMBIA RECORDS ORDERED

For Export Shipment, of the Double-Faced Family—Export Business Generally Good.

The export department of the Columbia Phonograph Co., General, have a single order for 50,000 double-face records, to be ready for shipment Saturday, December 19. E. N. Burns, the manager, had been rushing around for that week getting things in shape, and supplicating the Bridgeport plant not to "throw him down." The factory worked like beavers in the pressing department, and made Mr. Burns happy by delivering the goods on time. Business was never so brisk with the department as now.

The export section is sending out a new hanger in colors, subject, "A Daughter of Spain," a reproduction of a painting reflecting the true Castilian spirit in pose, action and costume of the fair femininity, the personal choice of Messrs. Burns, Sause and the Interpreter, assisted by other experts in Spanish graphic art. The hanger exploits "Grafonons Columbia, discos dobles."

There is more to honesty than good policy. But if you can't be honest because it's right, be honest for what there is in it.

Here's the **Best Talking Machine**

IT'S  
THE  
BIG  
SUCCESS



Cabinet size 12½ x 5½

ever offered  
for the money

THIS is not a toy, but a perfect machine with elegant quartered oak cabinet and fitted with high grade diaphragm and Reproducer of concert size. Has 14" flower horn with 12" bell opening.

The motor is of standard clock-gear movement type and is carefully adjusted.

The entire machine is of

**Superior Mechanical Construction**

In shipping, the machine is concealed within the cabinet, making shipment entirely safe. Let us tell you more about it and quote our "Factory to You" PRICE.

**E. S. PEASE CO.**

Hudson Terminal Bldgs.  
Suite 1654-1655

**NEW YORK**



RECORD BULLETINS FOR FEBRUARY, 1909

NEW VICTOR RECORDS.

- SOUSA'S BAND.
- No. SIZE.
- 5639 Under the Double Eagle March. J. F. Wagner 10
- 31726 Rose of Schiras Waltz (Valse Rosen). Eilenberg 12
- 31727 La Paloma. Yradier 12
- VIOLIN AND 'CELLO DUET BY RATTAY AND HEINE, ACCOMP. BY VICTOR ORCH.
- 5634 Angel's Serenade. Braga 10
- CLARINET AND FLUTE DUET BY CHRISTIE AND LYONS, ACCOMP. BY VICTOR ORCH.
- 5651 An Evening in Naples. Quaranta 10
- XYLOPHONE SOLO BY ALBERT MULLER, WITH ORCH.
- 52903 Carnival of Venice (Der Karneval von Venedig). 10
- GUITAR SOLO BY OCTAVIANO YANES.
- 5662 Mexican Dance (Haberas). Yanes 10
- WHISTLING SOLO BY GUIDO GIARDINO, WITH ORCH.
- 52011 Joys of Spring—Intermezzo. Reiterer 10
- DESCRIPTIVE SPECIALTY BY MISS JONES AND MR. SPENCER, WITH ORCH.
- 5637 Pauline, Otto and Fido. 10
- VIOLIN IMITATION BY EDITH HELENA, WITH ORCH.
- 5663 Intermezzo—Cavalleria Rusticana. Mascagni 10
- TWO NEW WHITNEY RECORDS.
- WHITNEY BROTHERS' QUARTET (UNACCOMP.)
- 5635 Hail Smiling Morn (Old English Glee). Spoforth 10
- 31724 The Cheerful Wanderer (Der frohe Wanderer). Mendelssohn 12
- TENOR SOLO BY HENRY EVANS, WITH ORCH.
- 5643 The Song that Reached My Heart. Jordan 10
- TWO "SOUL KISS" HITS BY RALPH HERZ.
- RALPH C. HERZ, WITH ORCH.
- 5654 That Wasn't All! From "The Soul Kiss". 10
- 5661 Very Well, Then. From "The Soul Kiss". 10
- PEERLESS QUARTET (UNACCOMP.)
- 5652 Rainbow Medley. 10
- COMIC SPECIALTY BY GOLDEN AND HUGHES, WITH ORCH.
- 5664 The Liars, or My Uncle's Farm. 10
- HARRY MACDONOUGH AND HAYDO QUARTET, WITH ORCH.
- 5650 Brown Eyes, Good Bye. Reed-Christie 10
- HUMOROUS TALK BY EDWIN M. WHITNEY.
- 5636 The Ducky and the Boys (The Walnut Story) 10
- YANKEE TALK BY CAL STEWART.
- 5638 Uncle Josh and the Photographer. 10
- SONGS BY BILLY MURRAY, WITH ORCH.
- 5626 When a Fellow's on the Level with a Girl that's on the Square. From "Talk of New York". Colan 10
- 5640 I Used to be Afraid to Go Home in the Dark. Williams-Van Alostyne 10
- TENOR SOLO BY HARRY MACDONOUGH, WITH ORCH.
- 5653 Arab Love Song. Hobart-Helm 10
- SOPRANO SOLO BY ELISE STEVENSON, WITH ORCH.
- 5657 The Glow-Worm. Lincke 10
- ELISE STEVENSON WITH CHORUS AND ORCH.
- 5644 Frieda. Burke-Kern 10
- BARITONE SOLO BY MAX M. WILLS, WITH ORCH.
- 5659 Old Oaken Bucket—Parody. Wills 10
- DUET BY MISS STEVENSON AND MR. STANLEY, WITH ORCH.
- 5655 I Want Someone to Call Me Dearie. Williams-Van Alostyne 10
- BARITONE SOLO BY ALAN TURNER, WITH ORCH.
- 5658 Kathleen. G. Alexander. Crouch 10
- DUET BY MISS JONES AND MR. MURRAY, WITH ORCH.
- 5642 Pet Names. From "American Idea". Colan 10

NEW RED SEAL RECORDS.

- GERALDINE FARRAR, SOPRANO—TEN-INCH, WITH ORCH. \$2 EACH.
- 87023 Maud—Gavotte. "Obéïssons, quand leur voix appelle (Hear the Voice of Youth). In French. Massenet
- 87024 Robin Adair. In English. Buras
- TWELVE-INCH, WITH ORCH.—\$3 EACH.
- 88144 Carmen—Je dis que rien ne me pouvait (Micaëla's air, "I am not faint hearted"). In French. Bizet
- 88146 Maud—Adieu notre petite table (Farewell, Our Little Table). In French. Massenet
- 88145 Nozze di Figaro—Vol che sapete (What is this Feeling). In Italian. Mozart
- TITTA RUFFO, BARITONE—TWELVE-INCH, WITH ORCH.—\$3 EACH—IN ITALIAN.
- 92037 Hamlet—Brindisi (Drinking Song) with La Scala Chorus. Thomas
- 92039 Barbiere di Siviglia—Largo al factotum (Room for the Factotum). Rossini
- MARIA GALVANY—TITTA RUFFO—TWELVE-INCH, WITH ORCH.—\$4.
- 92500 Hamlet—Nega se puoi la luce (Love Duet). Thomas
- MATTIA BATTISTINI—EMILIO CORSI—LUIGI COLAZZA—ARISTODEMO SILLICI, LA SCALA CHORUS AND ORCH. TWELVE-INCH.—\$3.
- 92046 Ernani—O sommo Carlo (Oh, Noble Carlos). Verdi
- EVAN WILLIAMS, TENOR—TWELVE-INCH, WITH ORCH.—\$1.50 EACH—IN ENGLISH.
- 74120 Messiah. (a) Recitative—Thy Rebuke; (b) Air—Behold and See. Handel
- 74128 Martha—Like a Dream (M'appari). Pletow

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

- A621 Nightingale and Thrush. H. Kling. Piccolo solo, accomp. by Prince's Military Band, Marshall Lufsky.
- The Right Church, But the Wrong Pew. Smith. Baritone and tenor duet, orch. accomp., Collins and Harlan.
- A622 In the Evening by the Moonlight, Dear Louise. Baritone solo, orch. accomp., Frank C. Stanley.
- In Grandma's Day. Sutton. Vocal quartet, male voices, orch. accomp., Columbia Quartet.
- A623 Blaze Away March. Columbia Orchestra.
- Theme and Variations from "Norma." Arranged by Furstenau. Flute solo, orch. accomp., Marshall Lufsky.
- A624 La Giralda (Marcha Andaluza). Juarranz. Banda Espanola.
- Minuto (Paso-Doble Flamenco). Luis G. Jorda. Banda Espanola.
- A625 Mlle. Mischief Waltzes. Zieheuer. Prince's Orchestra.
- Grandma (Laendler). Langer. Flute, violin and harp trio, Marshall Lufsky, George Stehl and Paul Surth.
- A626 Flanagan's Ocean Voyage. Steve Porter. Descriptive talking, Steve Porter and Frank Kennedy.
- Cohan's Pet Names. Geo. M. Cohan. Baritone and soprano duet, orch. accomp., Herbert Clarke and Miss Josephine De Butts.

- A627 Doan Ye Cry, Ma Honey. Noll. Baritone solo, orch. accomp., Carroll Clark.
- Mandy Lane. McKenna. Vocal quartet, male voices, orch. accomp., Columbia Quartet.
- A628 No One Knows. Mack. Tenor solo, orch. accomp., Harvey Hindermeyer.
- The Boys and Betty (Arab Love Song). Hein. Tenor solo with chorus, orch. accomp., Billy Murray and Chorus.
- A629 The Big Red Shawl. Johnson. Baritone and tenor duet, orch. accomp., Stanley and Burr.
- Uncle Josh Has His Photograph Taken. Cal Stewart. Cal Stewart.

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

- A5084 Four Little Sugar Plums (Barn Dance). O'Connor. Prince's Orchestra.
- "It Looks Like a Big Night To-night," introducing "I Want Some One to Call Me Dearie" and "Mandy Lane" (Two-step). Van Alostyne. Prince's Orchestra.
- A5085 If You Were Mine. Kerry Mills. Vocal quartet, male voices, orch. accomp., Columbia Quartet.
- Go and Get Your Partner For the Barn Dance. Corin. Baritone and tenor duet, orch. accomp., Collins and Harlan.

12-INCH SYMPHONY DOUBLE-DISC RECORDS

- A5086 Sweet Bird (with flute obligato by Albert Fransella). Soprano solo with flute obligato, piano accomp., Ruth Vincent.
- Tom Jones—Waltz Song "Which Is My Own True Self?" Soprano solo, piano accomp., Ruth Vincent.
- A5087 Der Lindenbaum. Franz Schubert. Baritone solo in German, piano accomp., Anton Van Rooy.
- Wanderlied. Robert Schumann. Baritone solo in German, piano accomp., Anton Van Rooy.

INDESTRUCTIBLE CYLINDER RECORDS.

- 974 Stand Pat March. Roberts. Military Band
- 975 Beauty's Eyes. Tosti. (Baritone solo). Alan Turner
- 976 Now I Have to Call Him Father. Godfrey. (Soprano solo). Ada Jones
- 977 The Sweetest Gal in Town. Johnson. (Baritone and tenor duet). Collins and Harlan
- 978 Friendship Gavotte. Wornbacher. (Bell solo). Schmehl
- 979 I Used To Be Afraid To Go Home In The Dark. Van Alostyne and Burt. (Tenor solo). Billy Murray
- 980 Glowworm. Lincke. Concert Band
- 981 Why Don't Santa Claus Go Next Door? A. Von Tilzer. (Tenor solo). Byron G. Harlan
- 982 One Sweetly Solemn Thought. Ambrose. (Baritone solo). Geo. Alexander
- 983 I Can't Say You're the Only One. Kern. (Soprano and tenor duet). Jones and Murray
- 984 Yip-I-Addy-I-Ay. Flynn. (Baritone solo). Bob Roberts
- 985 Call 'Round Any Old Time. Moore. (Soprano solo). Dorothy Kingsley
- 986 Rainbow Medley. Arranged by Lacalle. Concert Band
- 987 Arab Love Song. Hein. (Soprano solo). Ada Jones
- 988 The Hot Tamale Man. Ingraham. (Baritone solo). Arthur Collins
- 989 Drowsy Dempsey. Lansing. (Banjo solo). Vess L. Ossman
- 990 Rabbit Mash. Original. (Negro shout). Billy Golden
- 991 A True Soldier March. Lacalle. Military Band
- 992 A Dream. Bartlett. (Baritone solo). Frank C. Stanley

- 993 Feed the Kitty. Helf. Fred Duprez
- 994 I'm Old But I'm Awfully Tough. Original. Frederick Wheeler
- 995 Medley of German Waltzes. Arranged by Kost. J. J. Kimmel
- (Accordion solo). Steve Porter
- 996 Sullivan. Cohan. (Baritone solo). J. J. Kimmel
- 997 Washington Post March. Sousa. Military Band

COLUMBIA BC CYLINDER RECORDS.

- 85166 Jolly Good Fellows (Stein Song). Herbert Johnson. Baritone solo, orch. accomp., Frederick Wheeler
- 85167 Saint d'Amour. Edward Elgar. Violin solo, piano accomp., Geo. Stehl
- 85170 Eureka (Cake Walk). Specht. Accordion solo, piano accomp., Chas. Specht
- 85174 We Won't Go Home 'Till Morning Bill (Opening Chorus). Albert Gumble. Introducing: "Down in Jangletown" (Quartet). Theo. Morse. Minstrels, orch. accomp., Peerless Minstrels
- 85175 Humorous Paraphrase on "I'm Afraid to Come Home in the Dark." J. Bodewalt Lampe. Descriptive band selection. Prince's Military Band
- 85181 Cohan's Pet Names. Geo. M. Cohan. Baritone and soprano duet, orch. accomp., Herbert Clarke and Josephine De Butts
- 85182 Uncle Josh Has His Photograph Taken. Cal Stewart. Cal Stewart

NEW EDISON STANDARD (TWO-MINUTE) RECORDS.

- 10056 Little Flatterer (Eilenberg). Edison Concert Band
- 10057 Willie's Got Another Girl Now (Pether). Ada Jones
- 10058 Uncle Josh in Society (Stewart). Cal Stewart
- 10059 Sweetheart Town (Morse). Harlan and Stanley
- 10060 Sullivan (Cohan). Billy Murray
- 10061 Schooners that Pass in the Night (Von Tilzer). Arthur Collins
- 10062 I Don't Like You (Clare Kummer). Miss June Rossmore
- 10063 Blessed Assurance (Knapp). Edison Mixed Quartette
- 10064 I Never Cared for Anyone the Way I Care for You (Helf). Byron G. Harlan
- 10065 I'll Sing Three Songs of Araby (Clay). Thomas Chalmers
- 10066 Rainbow (Wenrich). New York Military Band
- 10067 Down in Georgia on Campmeeting Day (Bivins). Edward Meeker
- 10068 I Wish I Had a Girl (LeRoy). Manuel Romain
- 10069 I Can't Say You're the Only One (Kern). Ada Jones & Billy Murray
- 10070 Jim Lawson's Horse Trade (Stewart). Cal Stewart
- 10071 The Miner March (Kost) (Accordion). John Kimmble
- 10072 There's a Warm Spot in My Heart for Tennessee (Schmid). Frederic Rose
- 10073 Happy Mammy and Her Joe (Original). Ada Jones & Len Spencer
- 10074 Policeman O'Reilly on Duty (Original). Steve Porter
- 10075 Alabama (Williams & Van Alostyne). Collins & Harlan
- 10076 The Fairest of the Fair March (Sousa). New York Military Band
- 13753 He Was Very Kind to Me. Harry Lauder
- 13754 Rising Early in the Morning. Harry Lauder
- 13755 The Wedding O' Lanchie McGraw. Harry Lauder

NEW EDISON AMBEROL (FOUR-MINUTE) SELECTIONS.

- 71 Selection from "Aida" (Verdi). Edison Concert Band
- 72 The Shipmates (Original). Golden & Hughes
- 73 Do You Know Mr. Schneider? (Monckton). Ada Jones
- 74 Popular Songs of 1908. American Symphony Orchestra
- 75 Uncle Josh Keeps House (Stewart). Cal Stewart
- 76 Mona (Stephen Adams). Miss Edith Chapman
- 77 By the Suwanee River (Myddleton). American Symphony Orchestra

A Prosperous New Year

TO ALL THE TRADE

WE expect to smash all RECORDS in 1909 for the sale of Udell Cabinets.

We want you to help us.

You know we make Cabinets to keep Records from being smashed for Disc and Cylinder machines. Will esteem it a privilege to have the opportunity of sending our booklets and quoting prices.

Name, please.

THE UDELL WORKS INDIANAPOLIS, IND.



No. 435, Disc Record Cabinet

Golden Quartered Oak Top and Front, Mahogany Top, Front and Back. Holds 170 12-in. Disc Records.



- 78 Cohan's Pet Names (Cohan).....  
 Ada Jones & Billy Murray  
 79 Battle Hymn of the Republic (Julia Ward  
 Howe)....Miss Stevenson, Mr. Stanley & Chorus  
 80 The Death of Custer (Johnson).....  
 Edison Concert Band

### NEW ZONOPHONE DOUBLE RECORD DISCS 10-INCH.

- ZONOPHONE CONCERT BAND.  
 5166 A—Popular Chorus Medley Two-Step No. 1.  
 B—Moreska Waltz (Fare).  
 5167 A—The Yankee Shuffie (Moreland).  
 B—Jig Medley March.  
 ZONOPHOSSE ORCHESTRA.  
 5168 A—A Wee Bit of Scotch (Helf).  
 B—Scarf Dance—Scene de Ballet (Mme. Cham-  
 uade).  
 5169 A—Southern Beauties—Characteristic March and  
 Two-Step (Johnson).  
 B—O Susanna! (Hinsch).  
 VOCAL SELECTIONS WITH ORCH. ACCOMP.  
 Henry Burr.  
 5170 A—With All Her Faults I Love Her Still (Ros-  
 efeld).  
 B—Silver Threads Among the Gold (Danks).  
 Thomas Chalmers.  
 5171 A—Good-Bye Posti.  
 B—Even Bravest Heart May Swell (Dio Pos-  
 sente). From "Faust" (Gounod).  
 Byron G. Harlan.  
 5172 A—Always Me (Harris).  
 B—My Old Lady (Edwards).  
 VOCAL SELECTIONS WITH ORCH. ACCOMP.  
 Ada Jones.  
 5173 A—Any Time You're Passing By (Arthurs-Mur-  
 phy). From "The Girl Behind the Counter."  
 B—Mandy Lane (McKenna).  
 Billy Murray.  
 5174 A—I'm Glad I'm Married (Norworth-Von Tilzer).  
 B—It Looks Like a Big Night To-Night (Will-  
 iams-Van Alstyne).  
 Ada Jones and Billy Murray.  
 5175 A—Cuddle Up a Little Closer, Lovey Mine. From  
 "The Three Twins."  
 B—I Can't Say You're the Only One. From  
 "The Girls of Gotteberg."  
 Ada Jones and Len Spencer.  
 5176 A—Paulina, Otto and Fido—German Vaudeville  
 Sketch.  
 B—A Picture of Long Ago—A Domestic Episode.  
 Peerless Male Quartet.  
 5177 A—Kathleen Mavourneen (Crouch).  
 B—Annie Laurie (Scott).

### ZONOPHONE SINGLE SIDE 10-INCH RECORDS.

- ZONOPHONE CONCERT BAND.  
 1197 The Buglers and the Band—March (Henneberg).  
 1198 The Fairest of the Fair—March (Noussa).  
 ZONOPHOSSE ORCHESTRA.  
 1199 At the Fountain (Ellenberg).  
 1200 Bialy Mazur (Osmansk).  
 ACCORDION SOLO PLAYED BY J. J. KIMMEL.  
 1201 Medley of German Waltzes.  
 VOCAL SELECTIONS WITH ORCH. ACCOMP.  
 1202 Good Evening, Caroline (Norworth-Von Tilzer)  
 Billy Murray  
 1203 Honeymooning—Duet from "The Naked Truth"  
 Alice C. Stevenson and Frank C. Stanley  
 1204 Let Me Love Thee (Arditi).....Alan Turner  
 1205 What a Friend We Have in Jesus (Converse)  
 Sacred Duet....Frank C. Stanley and Henry Burr  
 1206 Whistle and I'll Wait for You (Meyer)....Ada Jones

### ZONOPHONE SINGLE SIDE 12-INCH RECORDS.

- ZONOPHONE CONCERT BAND.  
 7067 Fra Diavolo—Overture (Auber).  
 7068 Rakoczy March (Liszt).  
 7069 Pilgrim's Chorus from "Tannhauser" (Wagner).  
 ZONOPHOSSE ORCHESTRA.  
 7070 Casino Waltz (Hollaender).  
 7071 Cavalleria Rusticana—Intermezzo (Mascagni).  
 VOCAL SELECTIONS WITH ORCH. ACCOMP.  
 7072 Beauty's Eyes (Fosti).....Frank C. Stanley  
 7073 Drink to Me Only With Thine Eyes. Henry Burr  
 7074 Seek Ye the Lord (Holberts)—Sacred Anthem  
 (Organ Accomp.)....Mendelssohn Mixed Quartet  
 7075 Sleep and Forget (Bingham-White)....Henry Burr  
 7076 Softly Now the Light of Day (Doane Hlsley)  
 Mendelssohn Mixed Quartet

Any man can get rid of a store full of goods if he sells them cheap enough. Success is in getting rid of them at a profit.

## THE 1010 SPECIAL 150-Peg Cylinder RECORD CABINET IS A TRADE-WINNER

Write for Special List. Positively  
the best value ever offered at special  
price to talking machine dealers

### H. A. WEYMANN & SON, Inc.

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Cabinets and Supplies. Manufacturers of the  
KEYSTONE STATE Musical Instruments.  
Publishers of Sheet Music.

Weymann Bldg., 1010 Chestnut St., Philadelphia, Pa.

### TRADE IN THE MONUMENTAL CITY.

December Breaks All Records for Sales Ac-  
 cording to Dealers' Reports—Post Holiday  
 Trade Also Good—Changes Among the Local  
 Columbia Co. Staff—New Agency Established  
 —What Other Houses Have Been Doing Re-  
 cently—Other News Worth Recording.

(Special to The Talking Machine World.)  
 Baltimore, Md., Jan. 9, 1909.

December seems to have broken all records for sales during the year just passed, according to the statements of the dealers in general. All of them report that the business during the past month, particularly that of the two weeks preceding Christmas, was the best they have experienced for a long while. Since the first of the year there has been a slacking off, as was expected, yet the majority of those in the trade declare that this has not been as great as was anticipated. Some of the dealers, in fact, go so far as to declare that their business has kept up very satisfactory the past week and that the indications are promising for a continuance of this unlooked for condition right after the holidays.

Speaking along this line, Manager Ansell, of the Baltimore street store of Cohen & Hughes, who handle the Victor machines, said that his firm has had a splendid after-holiday trade. The holiday sales were, of course, heavy, and the clerks were kept busy from morning until evening looking after the wants of the customers.

Manager M. E. Lyle, of the local branch of the Columbia Phonograph Co., stated that the Baltimore store recorded a larger number of sales during December than during any previous month for the last year and a half. This pertains to both the wholesale and retail trade. Continuing, Mr. Lyle said: "Our wholesale trade, especially since last October, when our fiscal year began, has more than doubled that for the same period of last year. The prospects are better than at any time for many months for this good condition in the trade to continue unabated."

Several changes have taken place among the members of the force of the local Columbia store. J. M. Bayliss, chief clerk at this store, has been transferred to the New York office, while Tredwell K. Lyle, formerly stationed at the Paterson, N. J., branch, has been placed in charge of the retail floor in this city. Mr. Lyle is a brother of Manager M. E. Lyle, of the local branch. J. S. Mathews, formerly in charge of the retail department here, has been promoted to the position of chief clerk in place of Mr. Bayliss. W. O. Cooper, of the local sales force, is on a business trip in Western Maryland.

An agency has been established with the C. Falk Music Co., of Asheville, N. C., through the local branch of the Columbia Phonograph Co.

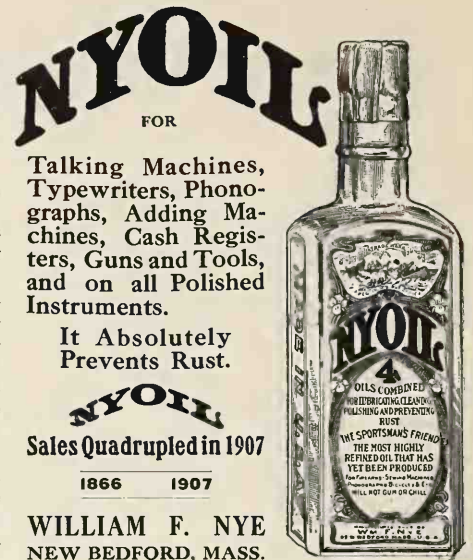
Edison and Victor machines have been going well since the first of the year at E. F. Droop & Sons Co., according to Manager Grottendick. In fact, the demand for high class goods was never more apparent than during the past month. This applies to both machines and records.

Sanders & Stayman had a heavy rush on the various priced Columbia and Victor machines during December. The demand for records was also lively. The \$200 cabinet machines proved so popular as Christmas presents that the stock was nearly exhausted.

The latest addition at the Star Talking Machine branch, Fred Scheller, manager, is the Starola cabinet grand, which is becoming a good seller. It is a handsome creation. Star machines were greatly in demand during the holidays and have been going well since the New Year.

### COLUMBIA CO.'S GRAND OPERA LIST.

A very handsome volume has just been issued by the Columbia Phonograph Co., devoted to their grand opera records—Fonotopia and Symphony series. Estimated from every viewpoint, it reflects the greatest skill in designing, construction and editing. The list of records, with extended descriptive matter, as well as the por-



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Talking Machines,  
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and on all Polished  
Instruments.

It Absolutely  
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Sales Quadrupled in 1907

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NEW BEDFORD, MASS.

4 OILS COMBINED  
FOR LUBRICATING, CLEANING,  
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RUST  
THE SPORTSMAN'S FRIEND  
THE MOST HIGHLY  
REFINED OIL THAT HAS  
YET BEEN PRODUCED  
FOR FIREARMS, SPORTS MACHINES,  
MACHINERY OF ALL KINDS & TOOLS  
WILL NOT CORRODE METALS

traits of the artists singing them, appear within marginal tints on each page, while there is a careful index on the closing page which enables the user to at once get at the records of any artist desired. The lettering on the cover is in embossed gold on marbled paper. Indeed, the volume is one that reflects the highest credit on all concerned in its production.

### UNITED TALKING MACHINE CO.'S LINE.

After a delay of some weeks the United Talking Machine Co., of this city, are at last in a position to fill orders for their two machines, Nos. 5 and 10. This delay was caused by several



minor improvements, which it was found possible to make in their construction at the last moment, and they deemed it best to hold up all orders rather than have any trouble later on. The improved model 10 is an excellent machine for the money, retailing, as it does, for \$10, with a wide margin of profit for both dealer and jobber. The illustration herewith will give some idea of its appearance. The outfit consists of a 17-inch enameled flower horn with rubber connection, detachable crane and concert-sized reproducer. The cabinet is of highly-polished oak (light or dark); motor; extra heavy single spring encased in a powerful gear spring; cup. It can be wound while running and will play two records with one winding. The governor is driven by a metal worm gear, and the carriage is propelled by a 50-thread feed screw. All metal parts are heavily nicked and highly polished. The company's exclusive agency proposition is a most attractive one, and should be of interest to all members of the talking machine trade throughout the world.

Because you made a little money last year, don't rush ahead and increase expenses for the coming year.



**LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS**

(Specially prepared for The Talking Machine World.)  
Washington, D. C., Jan. 8, 1909.

**TALKING MACHINE.** Delaware J. Hood, Philadelphia, Pa. Patent No. 907,362.

The main objects of this invention are to provide an improved mounting for a stylus bar; to provide improved means for connecting a sound box to its mounting.

In the accompanying drawings: Figure 1 is a fragmentary side elevation of a sound box and sound conveying arm constructed in accordance with this invention, showing the same in its operative relation to a record tablet; Fig. 2 a similar view partly in section; Fig. 3 a fragmentary top plan view of the same partially in section; Fig. 4 a top plan view of the same but showing the round box rotated into position for changing needles; Fig. 5 a transverse section of the stylus bar mounting taken in the plane of the axis of oscillation of the bar.

**TALKING MACHINE.** Delaware J. Hood, Philadelphia, Pa. Patent No. 907,363.

The main objects of this invention are to provide improved means, of simple, durable construction, for connecting a sound box to a hollow sound conveying arm, and which will be easy to operate and effective in action; to provide improved means for holding the stylus needle in contact with the record.

In the accompanying drawings: Figure 1 is a fragmentary side elevation of a sound box and sound conveying arm constructed in accordance with this invention, showing the same in its operative relation to a record tablet; Fig. 2 a similar view partly in section; Fig. 3 a fragmentary top plan view of the same partially in section; Fig. 4 a top plan view of the same but showing the sound box rotated into position for changing needles; Fig. 5 a transverse section of the stylus bar mounting taken in the plane of the axis of oscillation of the bar; and Fig. 6 is a side elevation of a talking machine constructed in accordance with this invention.

**SOUND-BOX.** William H. Martin, Mobile, Ala. Patent No. 905,899.

This invention relates to sound reproducing boxes for use in connection with sound-recording and reproducing machines, and is designed, primarily as an improvement upon the form of sound boxes disclosed in application Serial Number 336,473, filed September 27, 1906. and the object thereof is to provide a sound box for graphophones whereby an improved character of sound is produced, and furthermore whereby the sound can be regulated when occasion so requires, and whereby all scratching of the stylus on the disc is practically obliterated, being reduced to a minimum.

In the drawings, wherein like reference characters denote corresponding parts throughout the several views—Figure 1 is a vertical sectional view of a sound box in accordance with this invention; Fig. 2 is a like view taken at right angles to Fig. 1; Fig. 3 is a bottom plan; Fig. 4 is a detail; Fig. 5 is a perspective view showing the supporting means for the stylus head, the latter having a stylus bar and stylus attached thereto. Fig. 6 is a side elevation showing a modified form of stylus bar.

**PHONOGRAPHIC HORN.** Louis H. Devineau, Cleveland, O. Patent No. 905,855.

This invention relates to phonographic horns and the means for supporting the same in cooperation with the phonograph. The object of the invention is first, the provision of a support which will distribute the weight of the horn upon the members which support it, at the same time allowing the horn to be freely rotated in a horizontal plane; second, the arrangement of the supporting portion of the horn so that the swivel comes in the line of the center of gravity of the horn.

Figure 1 is a side elevation of a phonograph, showing the horn supported in proper position; Fig. 2 is a plan view of Fig. 1, the bell of the horn being indicated in dotted lines; Fig. 3 is a side elevation, partly sectional, of the horn and swiveled section; Fig. 4 is a sectional elevation of the swivel joint; Fig. 5 is a

similar view sectioned without reference to the nature of the material preferred.

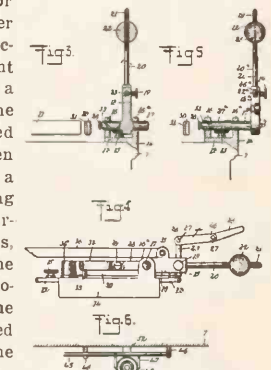
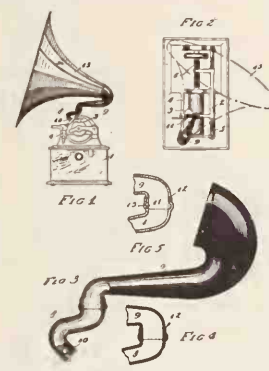
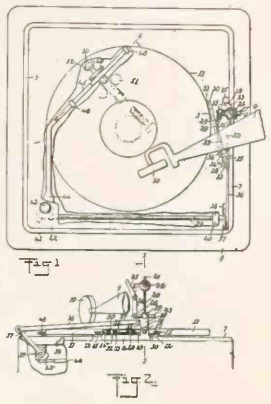
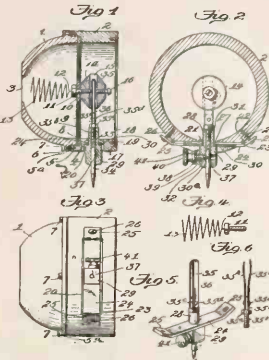
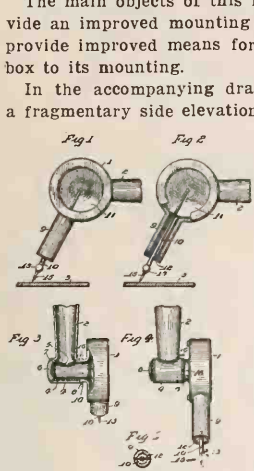
**AUTOMATIC STOP FOR TALKING MACHINES.** Richard Bartholomew Smith, New York. Patent No. 906,319.

This invention relates to talking machines, the more particular purpose being to enable a moving member carried by the machine and having a travel related to the progress made by the record in play, to act upon and operate one or more brakes for the purpose of stopping the machine promptly when the playing of the record is completed.

While for the sake of simplicity the invention is shown as applied to an ordinary talking machine of the Victor type, it will be understood that the invention may be applied to any other type of talking machine.

Briefly stated, this invention contemplates the use of a brake to be applied directly to the rotary disc or equivalent member supporting the record, and a weight controllable by a movement of the horn and adapted to be tripped when the horn reaches a point representing the end of the performance, that is, the finish of the music or other production, so that the brake is applied promptly as the performance is finished, the point of stoppage being, to some extent, independent of whether the performance be long or short for a given size record.

This invention further contemplates an auxiliary brake to be operated in connection with the governor mechanism, for the purpose of applying to the latter a braking action in-



**MIRAPHONE**



**Combination Music Box and Talking Machine**

In every respect a superior instrument Musically and Mechanically. Giving you and your customers splendid value.

Write for Catalogue, Terms and Prices

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No. 39 Union Square, New York

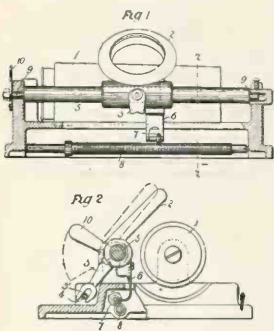


dependent of the braking action exerted upon the disc or its equivalent, and in this manner to enable the entire machine to be stopped positively because of the cumulative action of two separate brakes related mechanically to each other.

Figure 1 is a fragmentary plan of disc talking machine equipped with this invention, this view showing a disc, an improved brake for gripping the edge thereof and designated as the "main brake," a gravity-controlled trip for actuating this brake, and further showing the governor mechanism together with an auxiliary brake for stopping movement of the latter, this auxiliary brake being connected by various movable parts with the main brake and controllable therewith as a unit by the gravity-controlled trip; Fig. 2 is a fragmentary side elevation showing the gravity-controlled trip and the movable horn of the machine, as adapted to actuate this trip, for the purpose of controlling the brake mechanism; Fig. 3 is an enlarged fragmentary section upon the line 3-3 of Fig. 2, looking in the direction of the arrow, showing the gravity-controlled trip used for the purpose of actuating the brakes; Fig. 4 is a fragmentary side elevation of the mechanism shown in Fig. 3; Fig. 5 is a view somewhat similar to Fig. 3, but showing a slightly modified form of gravity-controlled trip mechanism; and Fig. 6 is a fragmentary section upon the line 6-6 of Fig. 1, looking in the direction of the arrow, and showing the auxiliary brake for the governor mechanism.

TALKING MACHINE. James Edward Hough, London, England. Patent No. 905,134.

In talking machines as now commonly constructed it is customary to mount the disc carrying the reproducing stylus in an arm or frame, one end of which embraces a guiding rod, while the arm also carries a half nut adapted to engage with the screwed traverser rod, the half nut and the disc being raised out of or lowered into engagement by a pivoted cam



adapted to rest on a fixed bar of the machine. Various slight modifications of this well-known construction have also been suggested.

According to the present invention, it is proposed that the guiding rod should be eccentrically and movably mounted in the frame or in an eccentrically movable bushing so as to act as a species of crank which can be partially rotated so as to bring the frame or arm carrying the disc nearer to or farther from the mandrel on which the record is to be placed, or as an equivalent, the eccentric bushing may be interposed between the rod and the arm, in either case the motion preferably at the same time bringing the half nut or other engaging or feeding device into or removing it from contact with the screwed traverser bar.

Where the frame or arm is supported upon a guiding rod and arranged in front of the mandrel, a convenient arrangement is to have a rearward extension formed rigidly with and projecting substantially diametrically opposite to such arm and embracing a fixed rod situated in a plane outside of and below that of the guiding rod and adapted to take some of the weight of an overhanging horn, where that is employed.

In the accompanying drawings, illustrating the

invention, Figure 1 is a front elevation, partly in section, illustrating a method of carrying out the invention. Fig. 2 is an end view on the line z-z, showing some of the parts omitted, of Fig. 1. Fig. 3 is an end view, showing the different positions the frame can be made to take. Fig. 4 a front view of same. Figs. 5 and 6 show the eccentric bushing applied to the ends of the guiding rod, and Figs. 7 and 8 show the bushing between such rod and the carrying arm.

TALKING MACHINE. Horace H. Taylor, San Jose, Cal., assignor of one-half to himself and one-half to Joseph Pearse, Oakland, Cal. Patent No. 906,469.

This invention relates to talking machines, and has for its object to provide a new and improved construction by means of which the sound-box may be more easily and better applied to and lifted off from the record upon which it rests, and by which the operator is enabled better to insert in the sound-box the usual needle. Heretofore it has been customary for the operator to take hold of the sound-box itself in these operations. While this has no bad effect if carefully and properly done, yet injury either to the fingers of the operator or to the instrument, or to both, very often occurs—for example, when it becomes necessary to remove the sound-box quickly from the record to prevent injury to the instrument—in which case the needle sometimes causes painful or even dangerous injuries, or the mica diaphragm is broken or the sound-box otherwise injured or thrown out of adjustment.

In the drawings: Figure 1 is a side elevation of a talking machine embodying one form of the invention, the sound-box being shown in two different positions, one in dotted lines. Fig. 2 is an enlarged detail, showing a part only of the machine and illustrating the manner of applying the handle or thumb-screw by which the inventor is enabled to accomplish this purpose. Fig. 3 is an enlarged perspective view of the thumb-screw.

TONE-MODULATOR FOR GRAPHOPHONES. Jesse E. O'Neil and Eugene Jenkins, Tillamook, Oregon. Patent No. 905,220.

The present invention relates to improvements in tone-modulating devices for graphophones, and it resides, generally, in the provision of an

extremely simple, inexpensive, and efficient device adapted for attachment to a sound-box of any ordinary type and including a pair of oppositely-disposed jaws movable into and out of engagement with the vibrating transmitter-bar of the sound-box, so as to control the amplitude of the vibrations.

Of the said drawings, Figure 1 is a front elevation of the sound-box of a graphophone with the improved modulator attached thereto, a portion of the tongue of the clamp being broken away. Fig. 2 is a rear elevation of the modulator. Fig. 3 is a section taken vertically through the modulator.

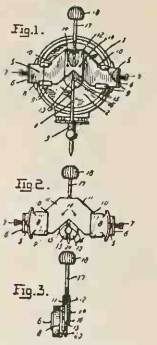
APPARATUS FOR CONTROLLING SOUND-RECORDS. Elias E. Ries, New York. Patent No. 907,177.

This invention relates generally to that class of instruments which are operated by prepared records or record surfaces in the form of perforated or other rolls, sheets, strips or bands such as organettes, self-playing pianos and organs, orchestrions, music-boxes and the like.

This invention is likewise applicable to and intended for use in connection with record media in the form of cylinders, discs or strips such as used for phonographs, gramophones, kinetoscopes and other reproducing and projection apparatus. The particular embodiment shown in the accompanying drawings for the purpose of illustrating the invention is that of a perforated music sheet suitable for organs or pianos and one form of feeding and reversing mechanism, which this invention may assume, for operating the same.

In musical and certain other instruments of the character described, it is customary to have the roll, or other record to be reproduced, wound upon a spool or drum, which spool is introduced into the instrument and slowly unwound, the sheet or strip containing the record, meanwhile, being drawn across the record-translating device or playing surface, such as a tracker-board or its equivalent, and wound upon another drum.

The principal object of the present invention is to provide a record medium, such as a record sheet, having two sets of records thereon in opposite directions, together with means for reversing the movement of such medium and for automatically shifting it sidewise at the end of one of the records, for the purpose of bringing the other into action in the reverse direction of



**WURLITZER**  
UP-TO-DATE  
AUTOMATIC MUSICAL INSTRUMENTS WITH SLOT ATTACHMENT

**LARGEST LINE IN THE WORLD**  
SUITABLE FOR ALL PUBLIC PLACES

**WURLITZER MILITARY BAND ORGAN**

**OUR PERFORATED PAPER ROLL Military Band Organs**

are especially adapted to SKATING RINKS and all outdoor Amusements. We manufacture the largest line of Automatic Musical Instruments in the World.

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**The Rudolph Wurlitzer Co.**  
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OUR LARGE CATALOG SHOWING COMPLETE LINE MAILED UPON REQUEST

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travel of the sheet. With such a record medium and with such means for controlling the movements thereof two parts of a continuous record, one part running in one direction and the other part in the other direction, may be successively brought into operative relation with the translating device or tracker-board and separately reproduced without interrupting the continuity of the reproduction, this result being attained by the automatic reversal of the direction of travel of the medium and the automatic shifting of the other set into action. In this manner a record may be indefinitely reproduced without break or interruption as long as the same may be desired, and this is especially important in the case of records containing, for example, dance music or other selections having a large number of similar verses or of alternate stanzas and chorus, which can thus be indefinitely and economically reproduced without curtailment and with considerably less attention on the part of the operator or attendant than is now required.

In the drawings, which clearly show one means of carrying out the invention, illustrated as applied to perforated music strips for organettes, pianos, orchestrions, etc., Figure 1 is a top view showing a record sheet with two sets of perforations and an operating and feeding mechanism therefor, Fig. 2 is a side view of the same, and Fig. 3 an enlarged, detailed view of a portion of the shifting mechanism of the invention set forth.

**RECORD DISC FOR TELEGRAPHONES.** John A. Lieb, New York, assignor to the American Telegraphone Co., District of Columbia. Patent No. 907,383.

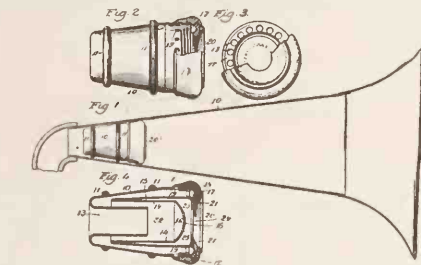
This invention relates to an improvement in the recording discs which are used with the telegraphone, and in which a magnetic sound record is made by magnetising the steel in a spiral path under the influence of an electromagnet in a telephone circuit. For this purpose plain steel discs have been used, but it is necessary with a flat or plane disc to have a separate and special guiding means for moving the elec-

tromagnet radially over the face of the disc as the latter rotates. It is evident that in case of wear, or certain imperfections in the mechanism, the path traced in the reproduction may not exactly accord to that of the recording operation. Moreover, in case the disc is removed from one machine to be used in another, or in case it is attempted to use a number of records in succession, the placing and readjustment of the discs may not be properly made. For these reasons it is desirable to have the guiding means on the face of the disc itself. In carrying out the invention this result is secured in a very simple and easy way by spirally winding a steel strip or wire so as to produce a built-up disc with a flat face. This construction has certain additional advantages from the standpoint of efficiency of reproduction, as will be later pointed out.

In the drawings: Figure 1 is a front or face view of a magnetic reproduction disc embodying the principles of the invention; Fig. 2 is a sectional view of the same; Fig. 3 is a detail sectional view of the strip of wire employed therefor.

**SOUND-REGULATOR.** William S. Cobb, Flushing, N. Y. Patent No. 906,358.

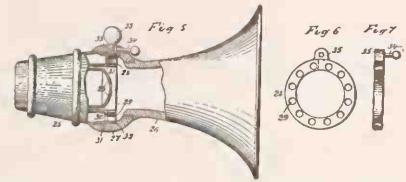
This invention relates to sound regulators and is placed in the horn or sound outlet of musical



instruments or talking machines for the purpose of reducing and regulating the volume of sound produced, and to improve the quality of said tones produced in the instrument or machine and

to eliminate as far as possible the objectionable and noisy features produced in the same.

Figure 1 is a sectional view of the horn of a talking machine with the improved regulator



located therein. Fig. 2 is a side elevation of the regulator partly in section. Fig. 3 is a front view with certain parts broken away. Fig. 4 is a longitudinal sectional view. Fig. 5 shows a modified form. Figs. 6 and 7 are detail views of the latter form.

**INSTALL NEW DEPARTMENT.**

Denton, Cottier & Daniels Put in Line of Talking Machines on December 1—H. G. Towne, Manager.

(Special to The Talking Machine World.)  
Buffalo, N. Y., January 2, 1909.

The new talking machine department opened in the great store of Denton, Cottier & Daniels, on December 1, is now running nicely and has secured a large share of the recent holiday business. H. G. Towne, formerly with the Zed Co., New York, is manager of the new department, and a complete stock of both Edison and Victor machines and records is carried. C. N. Andrews, manager of W. D. Andrews' local store, opened the Denton, Cottier & Daniels account. The latter firm hold an enviable position in the music trade of this city, having been established in 1827. They do an immense business in pianos, small goods and sheet music.

**PHONOGRAPH GIVES EVIDENCE.**

Machine Made Testimony Admitted by Pittsburgh Magistrate.

(Special to The Talking Machine World.)  
Pittsburg, December 29, 1908.

A phonograph record was one of the star witnesses to-day in the trial of C. A. Rumstay, an agent and collector for a talking machine company, who was held on a charge of assault and battery this morning by Magistrate G. H. England. The information was made by John E. Hinds on behalf of his wife. When the alleged assault was committed the screams of the woman were recorded on a blank record which had been placed in the machine to reproduce a piano solo which a friend of Mrs. Hinds was playing. The music suddenly ceased and the disc recorded cries for help. The record was admitted as evidence by the police court judge. The record is clear and the voices can be easily distinguished.

It is alleged that Rumstay went to the house to get a phonograph he had sold to a Mrs. Rinehart, formerly a tenant of the house. Mrs. Rinehart had sold her phonograph to the Hinds family. Mrs. Hinds explained the facts to Rumstay, and it is asserted that he wanted to take the instrument away. Mrs. Hinds refused to give up the property and, it is alleged, Rumstay struck her and knocked her down.

**TO INVESTIGATE ENGLISH PATENT LAW.**

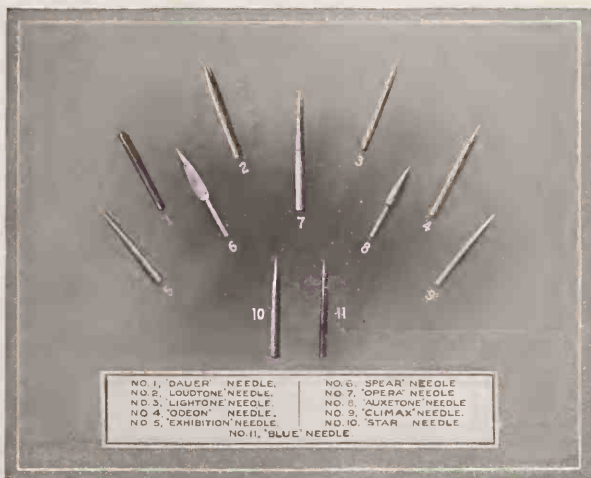
A committee of twelve has been appointed by the Merchants Association of New York to investigate and consider the new English patent law which has recently gone into effect in that country, and thereby get an idea of its influence on American trade and commerce.

Don't let your plans for the future concern themselves only with your business welfare. Bear in mind that your health is a better asset than money in the bank.

If promotion is slow and chances in your line are few, learn to "double." The valuable theatrical man is the man who can be counted on to help out by doing double duty at a pinch.

**"NEEDLES"**

Our Needles are Imported and every needle is warranted as to point and finish



Our Prices are the lowest in the world. Write for samples and quotations

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### THE TALKING MACHINE IN JAPAN.

Kingoro Ezawa One of the Leaders in Inducing Manufacturers to Record the Music of This People—The Nation's History in Song—Two Very Interesting Examples of Japanese Art Work from Mr. Ezawa's Factory.

We present here a picture of one of the most elegant examples of Japanese art. This carving is all done by hand on a sterling silver vase. This is possibly one of the finest pieces of work of its kind ever executed. The accuracy and careful attention to details as shown in same is characteristic of Japanese workmanship.

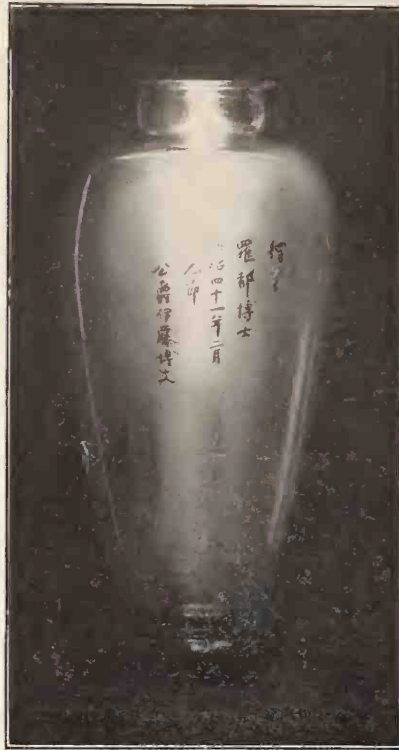
Among the many men who have been instrumental in developing education and commerce in Japan, Kingoro Ezawa has always occupied a



PRODUCT OF MR. EZAWA'S FACTORY.

prominent place. He was one of the first men to recognize the great facilities the talking machine offered as a means of education, as well as for purely amusement purposes.

On two occasions Mr. Ezawa has had record makers of the Columbia Phonograph Co., General, go to Japan and record the music of his people. Among the selections made for Mr. Ezawa several years ago there are some recorded by the oldest and most cherished bards of Japan—many of whom have since died. The records of these men can still be had and their reproduction affords much pleasure and means of instruction to the Japanese. Like all other nations, the Japanese take great pride in the deeds of the



REVERSE SIDE OF VASE.

forefathers. Many of these lays are traditions that have been handed down from generation to generation, and have been kept before the public by the music of these bards. There is a great deal of historical association in all of these stories. Many of the old families in Japan have one or more of these bards as members of their households, whom they respect and maintain in order that they may enjoy chanting of their lays.

It will be noted on one of the pictures showing the reverse side of the vase—which is a product of Mr. Ezawa's factory in Japan—that certain Japanese characters are inscribed. These are writings of some of the greatest statesmen in Japan, and important historical events are connected with same. This vase was bought by Prince Ito, the resident general of Corea—it being his intention to present it to Dr. Radd, of Yale University. This was to have been carried to Dr. Radd by the late Dr. Stephens, who was recently murdered in San Francisco. Owing to the fact that it was necessary for Mr. Stephens to leave Japan before he originally intended to, some of the engraving by Prince Ito was not completed.

#### NEW SHIPPING AND SALES DATES

For Advance Records for the Next Year—Announcement Issued Recently.

The sales department of the National Phonograph Co., Orange, N. J., in bulletin No. 29, dated December 11, call the attention of Edison jobbers

to the appended shipping and sales dates for advance records from December 1, 1908, up to and including December, 1909:

Shipping dates, 8 a. m.—December 23, 1908; January, 23, 1909; February, 24; March 24; April 23; May 24; June 24; July 23; August, 24; September 24; October 23; November 24; December 23. The selling date is the day immediately following the shipping dates named, at 8 a. m., excepting when it falls on Saturday, when the succeeding Monday is designated.

The bulletin concludes by saying: "In future we will permit jobbers to make shipment of advance records at 8 a. m. on all shipping dates. This advance from 2 p. m. to 8 a. m. was made at the request of a number of our jobbers. Any jobber or dealer who makes shipment of records, or places them on sale in advance of the hour specified herein, violates the terms of his agreement, and will be dealt with accordingly."

#### INTERESTING FACTS REVEALED

In the Report Filed in the Probate Court in Regard to the Defunct Broadway Savings Bank of Toledo—The Talk-o-Phone Co., A. L. Irish and D. V. R. Manley Were Makers and Endorsers of Paper to the Amount of \$50,000.

(Special to The Talking Machine World.)

Toledo, O., Dec. 31, 1908.

Tuesday the expert accountant who examined the books and condition of the defunct Broadway Savings Bank of this city, as trustee for the benefit of the depositors and creditors, made his official report to the probate court. It will be remembered that the Talk-o-Phone Co., and its successor, the Atlantic Phonograph Co., both bankrupt, though the latter was "capitalized" at \$2,000,000, figured largely as borrowers on the books of the bank. The name of A. L. Irish, at one time president of the Talk-o-Phone Co., and later vice-president of the Atlantic Co., as well as D. V. R. Manley, president and general manager of the Atlantic Co., also appear personally as makers and endorsers of paper to the amount of nearly \$50,000. The notes of the two companies are listed as collateral on loans made to Irish. Overdrafts, among others, were charged up against the following on May 5, 1907: Talk-o-Phone Co., \$21,940.71; Atlantic Phonograph Co., \$8,353.28; A. L. Irish \$8,496.92; Hayes Music Co., \$2,902.25.

The report says: "Altogether the officers, consisting of president, former presidents, cashier and directors of the Broadway Savings Bank, together with the account of A. L. Irish, were makers and endorsers of paper owing the bank, together with their unpaid stock liability, on April 2, 1908, when the bank closed, the sum of \$201,755.04. This was 76 per cent. of the entire amount owing the bank on loans and discount and capital stock."

Concluding the trustee's statement grimly observes: "If the Metzger notes, amounting to about \$100,000, can be collected, the depositors will receive about 50 cents on the dollar. In case a judgment against Metzger cannot be collected, the depositors must be satisfied with about fifteen cents on the dollar." The bank was looted from the day it was opened.

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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

*Lyon & Healy*

CHICAGO

Southern California Music Co.

EVERYTHING FOR TALKING MACHINES

Edison and Zon-o-Phone Jobbers

LOS ANGELES, CAL.

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Are delivering the most wonderful TALKING MACHINE

### NEEDLES

ever manufactured.

They come in four sizes, No. 1, Loud Tone; No. 2, Happy Medium Tone; No. 3, Medium Tone and No. 4, Soft Tone. They are packed in most attractive boxes and envelopes, especially intended to help the Small Dealer make profitable sales of **GOOD NEEDLES**.

A SYMPOSIUM on the subject, with wholesale prices, will be mailed to any address, from either of our three stores.

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WHOLESALE AND RETAIL  
REGINA MUSIC BOXES REGINAPIANOS  
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DISTRIBUTORS IN NEW YORK FOR  
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Complete Stock. Prompt Deliveries.

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All Kinds of Automatic Musical Instruments and Slot Machines.

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

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EDISON PITTSBURG, PA. VICTOR

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

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Mira and Stella Music Boxes,  
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Wholesale Distributors "Star" Talking  
Machines, Records, Horns, Cranes, Etc.  
We have everything you need, also  
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Complete Stock Quick Service

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Our wholesale depot is a mile from our retail store.  
Records are not mailed over for retail customers  
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[ We refer all retail inquiries from our Dealers' towns to them for attention.  
[ We positively will not sell a Talking Machine or Records at retail in a town where we have a Dealer.  
[ We do not refer the inquiry to you and then offer to pay express if the customer will buy direct.  
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2 points of supply on Victor & Edison. Order from the nearer.

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Send us your Order, you get the Goods  
We don't retail. We take care of the Dealer.  
Large Stock—Quick Service

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MACHINES, RECORDS AND SUPPLIES  
Quickest service and most complete stock in Ohio

PERRY B. WHITSIT L. M. WELLER  
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Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

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**NEAL, CLARK & NEAL CO.** }  
Jobbers of } **EDISONS**  
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IF YOU'RE IN WESTERN MICHIGAN  
it will be money in your pocket to order  
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Our Motto: Quick Service and a Saving  
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Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the February list.

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Double  
Record Disks  
10-inch  
65 Cents.

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Taper Arm  
Zon-o-phones  
from  
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The Pleasure - O - The Cost  
Doubled - O - Reduced

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## Zon-o-phone Single Record Disks Now 50c.

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The complete operas by celebrated European soloists and choruses delight and satisfy music lovers. Ask your dealer for the Zon-o-phone lists. It will "**Double your Pleasure.**"

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